



# KAYLA BIRK

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Digital Marketing Manager Intern  
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How did you choose where to intern and did you seek help?

I chose to intern at Pearson & von Elbe because I wanted to pursue a career in advertising once I graduate. I looked at advertising agencies in Duluth and what internship opportunities they offered and emailed my resume and cover letter to hiring managers. Most agencies were only offering summer internships or already had interns, but I happened to be extremely lucky with Pearson and sent my resume just in time to be considered a candidate.

What challenges did you face while interning and how did you overcome them?

Going into this internship, I thought projects would be given to me daily, and sometimes I was given projects. Most days I had to ask for projects. Since I finished projects quickly, I just reminded myself to take my time and make sure I was giving my supervisor and the client exactly what they were asking of me. It was difficult for me to learn that once a project was given to me, it was completely in my hands. One of my main projects throughout the semester-long internship was redesigning a website. I was constantly looking for direction, but I realized I was able to redesign it to my liking. It was difficult because I am so used to having direction on every project in school. It was a new experience that was very rewarding in the end.

What was the most surprising yet rewarding experience you had?

I found seeing my work put to use was surprising and rewarding. Completely redesigning a website for a client was awesome because anyone can go online and see it. And the client benefits from it. I also created advertisements, like those for radio or Google, for other clients that are being used. It is just extremely fun and awesome that I am able to see my work being used and knowing that it's benefiting others.

What recommendations do you have for someone starting their internship journey?

Do not be shy when asking for projects or even asking questions in general. Since I am a naturally shy person, it was difficult for me to put myself out there and be confident in myself as well as in my work, especially since I do not have a lot of experience. But I would say do not be afraid to put yourself out there and completely own the work you are doing. It will not only benefit the company but it will also benefit you. Another thing to always remember is that you will get out what you put into the experience. If you put a lot of effort and time in, you will get a lot out, which will only help you in the long run.