



# Bay LTD Summer Marketing Internship Jaci Finch, Marketing, 2023

Professional  
Development

## SUMMARY

*I completed the Bay LTD Summer Marketing Internship this past summer. Bay LTD is a large construction company, so I participated in internal and external marketing. I hosted employee moral events, taught leadership trainings, reinstated the company newsletter, and took the lead on the Valero Pet Food Drive. Additionally I assisted in restructuring the employee hiring process and revamped the website and brochures. I enjoyed having such a diverse group of tasks, and it helped me to understand the various types a marketing that will help me in my future career. We worked to stimulate employee and consumer satisfaction, but I am happy to say the experience benefited my professional growth the most of all.*



## SPICES

*The Spices category this experience fulfilled is Professional Development. My internship not only provided me with hands on marketing experience, but an opportunity to gain connections with other professionals.*

## HERBS

*I had resilience during my internship because I had to learn many new skills and programs, and I had to never quit when I had a hard time figuring it out.*

## LEARNING OUTCOMES

*I followed the ideal of wonder as I pursued the learning outcomes of project management and agency through accomplishment. I took on the summer-long job of designing and instating a fundraising plan that taught me time management and leadership. Furthermore, each time a design of mine got approved or I accomplished a new system I was able to launch myself into the next project with not only more knowledge, but also more confidence.*



## IMPACT

*I was benefited throughout the entire process as I learned new skills and met new people. I have new skills and am now proficient in new software such as Microsoft Access and Project. Additionally I was also able to benefit the animals in the Corpus Christi area as I led Bay LTD's contribution to the Valero Pet Food Drive. We raised 8,300 bags from the company, a 23% increase from the year before.*

## ADVICE

*I would tell another student to use their time as efficiently as possible. I was able to accomplish so much through determination and work ethic. Get the most out of your opportunity.*