

INTERNSHIP SPOTLIGHT

Jenna Joyce



Graduation Semester & Year: Spring 2025

Semester & Year of Internship: Spring 2026

Major: Communication

Minor: Applied Research

Hobbies: Reading, Baking, Coloring, Video Games

Campus Activities: Communication Major Mentor, Environmental Club Social Media Coordinator

Future Plans/Career Goals: I am currently orienting towards the local government sphere, with an interest in community development on both the events and economic side of marcom.

Hometown:

Murrysville, PA

- **Internship (company/your title):**

Greensburg Community Development Corporation (GCDC)/ Marketing & Communication Intern

- **How did you find your internship?**

Career Services directed me to the Westmoreland-Fayette Workforce Investment Board (WIB), which was able to match me with GCDC and initiate the interview process.

- **What were your duties?**

In early January, I helped plan and execute Greensburg Restaurant Week. This involved maintaining a line of contact with the participating restaurants and creating promotional materials for social media and print. In the following month, I was tasked with overseeing the Hometown Hero Banner program which involved a lot of data entry, information organization, and community contact. I was proud to write a press release about the opportunity that ended up being featured in an article and local news segment. Most recently, I helped coordinate efforts related to Summer Sounds, a nationally acknowledged concert series. I assisted in making promotional materials and acquiring sponsors. During my last week, we hosted the annual sponsor and volunteer party which I had helped plan and organize in the previous weeks.

- **How many hours per week were you at your internship site?**

20

- **What did you enjoy most about your internship?**

I enjoyed the fast pace of learning which allowed me to gain a wealth of skills in just one semester.

- **What was the most difficult aspect of the internship?**

Time management. It was difficult to manage my full courseload and sometimes tight, consecutive deadlines for GCDC's efforts.

- **How did your experience at UPG and in the Communication department prepare you for your internship?**

Many of the writing and communication courses I have taken lent me the skills to write tactful press releases and social media messaging. In addition, our campus Career Services' accessibility and outreach is absolutely unmatched.

- **How has your internship prepared you for a career?**

I completed hands-on work and was even allowed to oversee a very impactful and important program for the organization. Beyond the skills I gained, I created many deliverables to add to my portfolio as an example of my capabilities.

- **What recommendations do you have for other students about doing an internship?**

Try to introduce yourself to as many people as possible, even if it feels awkward or out of turn. Doing this has allowed me to make really great connections that are now translating into future internship and job opportunities.

Plus, many seasoned professionals will respect your confidence and integrity in properly introducing yourself and inquiring about them.

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