

NAVIG8

An aerial photograph of a large cargo ship sailing on a deep blue ocean. The ship's hull is visible, showing its white superstructure and the deck area where several shipping containers are stacked. The containers are of various colors, including blue, red, and green. The water around the ship has small white caps, indicating movement.

POR T OF CORPUS CHRISTI
INTERNSHIP PROGRAM

PRESENTED BY
MIA THOMPSON

HOMEBASE: CORPUS CHRISTI, TX

**ROLE ON DECK:
COMMUNICATION INTERN**

SCHOOL: TEXAS CHRISTIAN UNIVERSITY

MAJOR: STRATEGIC COMMUNICATION

**MINORS: WRITING AS RHETORIC &
CRIMINAL JUSTICE**

**INTERESTS: PR,
ADVERTISING,
JOURNALISM AND
GRAPHIC DESIGN**

**END DESTINATION
GOAL: IN-HOUSE
PUBLIC RELATIONS
PROFESSIONAL**



MEET THE CREWMEMBER



MIA THOMPSON

DISCOVER SPECIFIC
PROFESSIONAL
INTERESTS

STRENGTHEN
MEDIA TRAINING

CREATE
PORTFOLIO
CONTENT

INTERNSHIP
EXPECTATIONS

BUILD
WORKPLACE
CONFIDENCE

IMPROVE SOCIAL
MEDIA STRATEGY

REFINE
WRITING
SKILLS

ANTICIPATED CHALLENGES

- No prior internship experience
- Lack of knowledge in certain areas
- Not well versed on the Port and its duties
- Apprehension about making mistakes
- Maintaining confidence in my abilities & creativity

THE SOLUTION

**STAY CURIOUS; ALWAYS ASK
QUESTIONS AND PAY CLOSE
ATTENTION!**

MY RESOURCES & SUPPORT

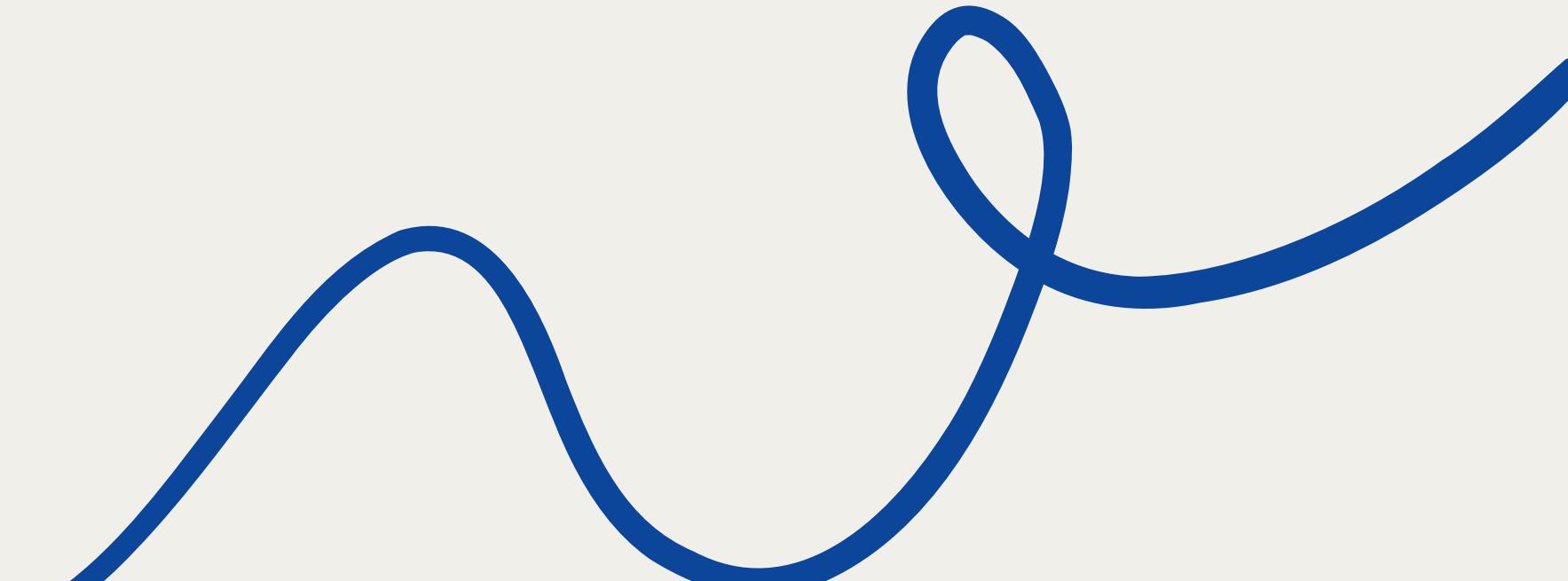
Lisa Hinojosa: Director of Communications

Savannah Spears: Media Relations and Communications Coordinator

Pablo Schmitt: Videographer and Photographer

Kirby Conda: Copywriter

THE COMMUNICATIONS TEAM!



ACADEMIC CONNECTION

What are your post-grad plans and how do they connect to this internship?

After graduating from TCU, I hope to work as a Public Relations Professional in New York City. Although, I am still exploring my interests in the communications field and find interest in subjects such as graphic design, marketing and journalism. This internship has given me the opportunity to explore different areas further and expand my knowledge and skills across the various subjects within the comm. industry. I look forward to exploring my interests more during my last two years of university.



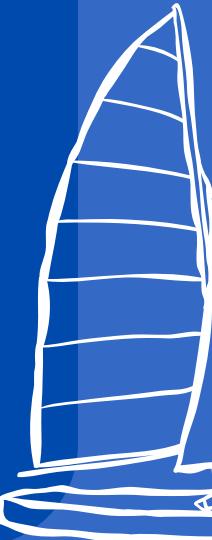
What have you done that prepared you for this internship?

I was properly prepared for this internship thanks to the Strategic Communication program at TCU. This program covers an array of subjects that have encouraged me to embrace my creativity and carry it into both my academic and professional work. The intimately sized classes have allowed me to create relationships with my professors & get the most out of my classes. Alongside this, my experience working in various retail and restaurant roles over the past 4 years has shaped my work ethic, and dependability.



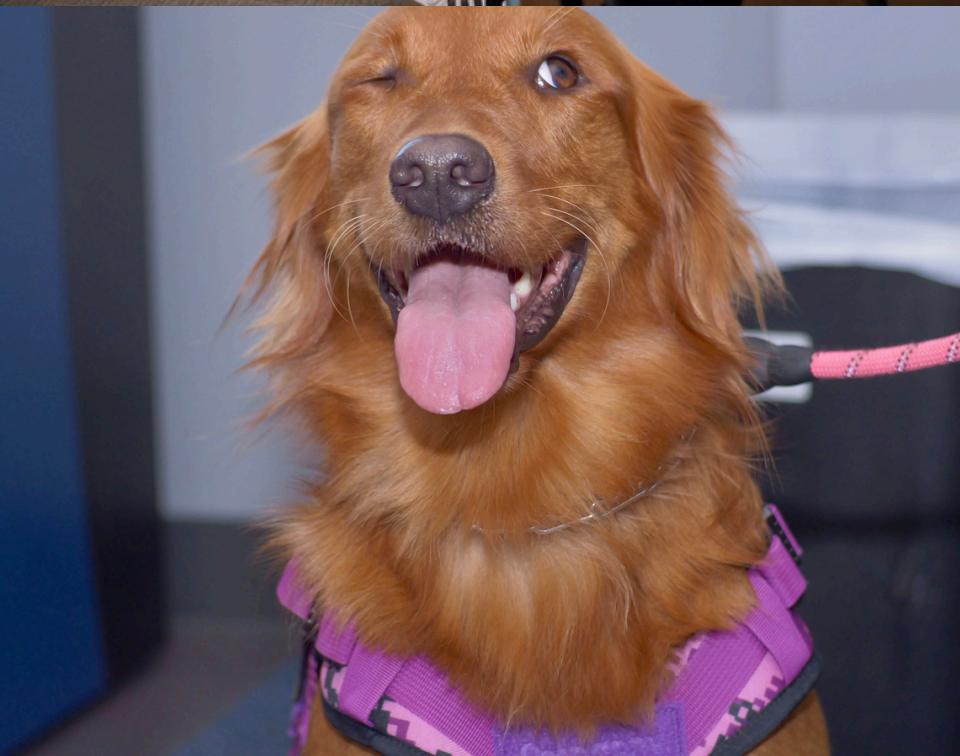
What will you do to continue to prepare yourself for the future?

To prepare myself for my future I plan to continue immersing myself in new experiences. I am currently applying to multiple different Public Relations & Marketing Internships for the upcoming fall semester. In addition, I am taking classes such as Writing + Editing, Design, Multimedia Authoring, Diversity and Research this semester. These classes will allow me to further develop my skills in preparation for my career. I will also be studying abroad in Barcelona, Spain in the Spring semester.



CAREER OUTLOOK: NEWSKILLSETS

My time interning at the Port has confirmed my intended career path into the communications field. As my internship comes to a close, I am grateful to leave with a diverse set of new skills. I would now like to continue to further develop my photography, copywriting and social media work. I am confident that what I have learned will help me excel in an abundance of environments, and prepare me for success in a variety of roles within the field.





**PHOTOGRAPHY +
VIDEOGRAPHY WORK**

**COPY WRITING
WORKSHOPS
SCRIPT WRITING
PRESS RELEASES**

GAINED EXPERIENCES



SOCIAL MEDIA ANALYTICS & REPORTS



**MEDIA TRAINING ETIQUETTE
NEWSLETTER DRAFTING**

PROJECT SPECIFICS

SOCIAL MEDIA + MEDIA TRAINING

- Completed June Social Media Performance Report
- Completed media training through 3 on camera interviews.
- Analyzed case studies in crisis communication
- Studied proper media etiquette
- Created my 30 second “Elevator Pitch”
- Created content for various social media posts

COPYWRITING + PRESS RELEASES

- Copy-edited the monthly CEO Report
- Developed scripts for social media video recordings
- Wrote press releases
- Developed a content page for the Employee Newsletter
- Copy-edited social media spotlight posts
- Copy-edited for the Employee Newsletter

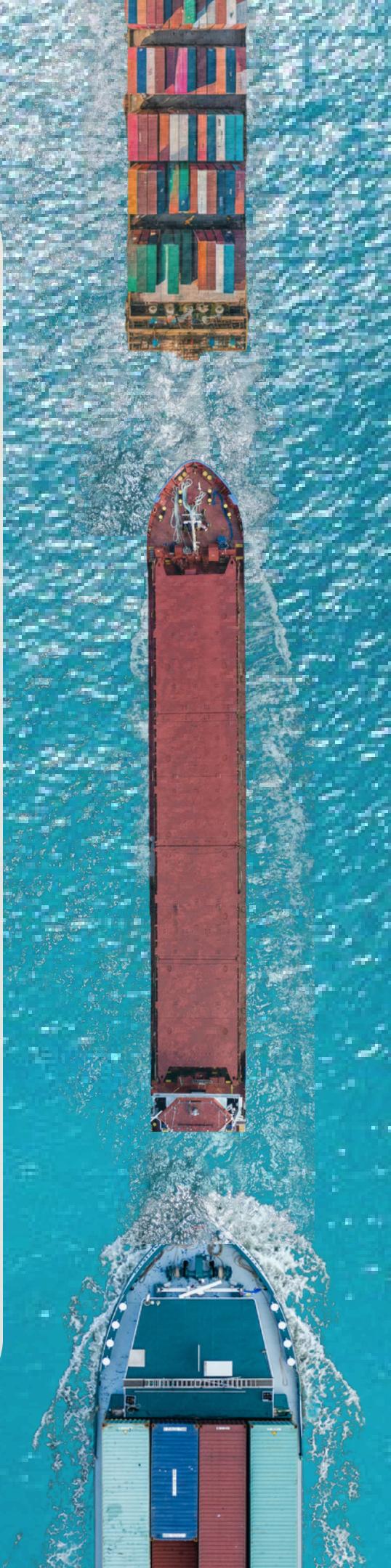
PHOTOGRAPHY + VIDEOGRAPHY

- Used professional camera equipment to conduct interviews
- Used professional camera equipment to capture photos of ships unloading cargo
- Took headshots of PCCA interns
- Monitored audio for Port 101 and Servant Leadership videos
- Advanced my Canva editing skills
- Learned how to use Adobe Lightroom for photo editing

INSIGHTS FROM MENTOR

Savannah Spears: Media Relations & Communications Coordinator

- Networking is everything, harvest relationships with your professors and mentors. “You never know when they could be helpful or come back in meaningful ways.”
- “Don’t be afraid to advocate for yourself in the work place, ask for what you want!”
- “Trust your gut and follow the opportunities that are presented to you, you never know where they may lead!”
- “Dream big, have amazing goals – but figure out how to get there and be willing to put in the work!”



LESSONS LEARNED

- This experience has significantly shaped my understanding of the professional world. I’ve learned that success in the workplace and in this field relies on active listening, understanding your audience & who you represent, and adapting the servant leadership mindset.
- I’ve also learned that the professional world values more than just your technical skills & corporate experience. Being reliable, flexible and able to work well with others is just as important.
- Seeing how many departments rely on clear and consistent messaging has deepened my understanding of the importance of communications and it’s many roles within a company.



Dear PCCA,

I thank you for allowing me to learn more about myself & my career passions. I have thoroughly enjoyed getting to explore the Port, learn more about its operations and meet the employees. I look forward to expanding my knowledge in the years to come.

Sincerely,
Mia Thompson

