

SEPT  
2013

# PROFESSIONAL PATHWAYS

PURDUE  
UNIVERSITY

LIBERAL ARTS CAREER DEVELOPMENT

COLLEGE OF LIBERAL ARTS

## ALL ABOUT INTERNSHIPS

### WE NEED YOU

Internship Survey - p. 3

### ADVANCE YOURSELF

Be there tomorrow!

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# Letters from Lisa: Top 5 Internship Myths **BUSTED**



specific major areas. So you may have a hard time searching for and finding an internship that directly lists your specific major. That's why it is vital that you know what skills you have to offer employers. And once you know your skills sets, it's vital that you know how to look for internships that will make the best use of those skills.

## MYTH #1

Internships are only available in the summer.

## FACT

While the majority of college students do complete internships in the summer months, there are a large number and variety of internships available year round, on a semester basis and even on a project basis.

## MYTH #2

There are no internships for my major.

## FACT

Most employers today are less concerned about majors and are looking for interns with specific skill sets rather than

## MYTH #3

Internships must be taken for credit in order to count.

## FACT

It is true that credit bearing internships will appear on the academic transcripts; however, employers are looking for candidates who have gained valuable experiences and exposure to the field, not whether the candidate earned credits.

## MYTH #4

Unpaid internships or volunteer experiences cannot be included on a resume.

## FACT

All experiences related to an industry or field of career

interest should be included on a resume. Remember, employers are looking for the skills, the relevant experiences that transfer to their work environment and engagement in the community and leadership experiences. They are not concerned about whether the experience was paid or unpaid.

## MYTH #5

There's no real difference between a summer job and a summer internship.

## FACT

There are 2 main differences between these two types of experiences. First, internships typically involve training and mentorship and secondly, are related directly to gaining relevant experiences in an industry or career interest area. Part-time or summer jobs on the other hand are often done mainly to earn money and are more often unrelated to a career field or interest. And while summer jobs are valuable and show employability, employers value the internship more highly when selecting candidates.

# UPCOMING EVENTS

## Advance Yourself - Graduate and Professional School Fair

October 3rd  
11am to 3pm  
PMU - West Main Lobby

## Starcom Infoession

October 16th  
6-7pm  
CL50 Room 125

## Big Ten+ Graduate School Expo

October 20-21  
1-4pm  
PMU - Ballroom

\*click event name for more information

## CLA ALUMNI ADVICE PANEL & MEET AND GREET

TUESDAY, NOV. 19TH | 6-7:30 P | BRNG 1284

Refreshments provided!

Alumni biographies - [www.cla.purdue.edu/alumni](http://www.cla.purdue.edu/alumni)

**PURDUE**  
LIBERAL ARTS

# Lessons from the Ladder



## FAST FACTS

Vanessa Isenbarger

**GRAD DATE:** May 2013

### MAJOR:

Communications:  
Public Relations and  
Rhetorical Advocacy

**CURRENTLY:** Art Director  
for Treefrog Marketing

### What is an average work day like for you?

My typical day is never the same. I am in the office 10 am - 4:30 pm and throughout the day I have meetings with current and potential clients, manage 4-5 interns in the office, and create all creative development - which includes billboards, print ads, brochures, websites, and direct mailers. We do it all! Which definitely keeps our days exciting.

### What is your favorite part of your job?

I love meeting with new clients and creating strategic marketing plans for them. This is such an exciting time to learn about their target markets and how to effectively reach them. I also thoroughly love creating strategic branding for our clients - things like logos/stationary/business cards.

### How did you get to where you are today?

#### How did your career play out after graduation?

I started as a marketing intern for the company. I would help develop strategic marketing plans and within 3 weeks, I was hired on as a part time employee. This is where I began to take a larger role in the company.

But it wasn't until I graduated that they offered me a full-time position and the opportunity to control my own schedule, manage our interns, and hold stake within the company.

### What internship(s) did you have?

I had a couple internships, which all helped me grow and become skilled in adobe products. I interned as School Datebooks for several summers, being their lead designer. I would create and build the covers for universities and schools across the nation, including Purdue's. I also was an intern for Treefrog Marketing, which eventually developed into a full-time position.

### What advice would you give to current Purdue students, especially those presently seeking jobs?

Most of the interns that come through our doors have very little idea of what they want to become when they graduate. When interviewing these interns, I ask them where they want to be in 5 years. They literally have no idea - they will mumble something about a

career in marketing or one intern told me that "she hopes to have dogs". I was floored at their responses. They were clueless in the direction they wanted. That is one great thing about internships. They give you insight into a job sector and experience you aren't able to gain at school.

### Is there anything else you'd like to add?

A big reason I am here where I am today is because I broke out of my comfort zone, applied for a variety of internships, and developed skills that were essential in the field. I didn't graduate with an art degree, but because I took time out of class to learn certain adobe programs I am doing what I love every single day. All it takes is a lot of dedication.



Interviewed by: Shelby Oyer

## "All it takes is a lot of dedication"





Have you considered applying for an internship? Here are 5 ways internships can help you in your career:

**Make sure you're in the right field.**

The sooner you get into the workforce, the sooner you'll know if you're studying the right thing. Many people find out during internships that they may need to rethink their career path/major.

**Find out which type of company you may or may not want to work for.**

Big, small corporate, flex-time, etc., there are so many different types and structures of organizations.

**Get REAL work experience and build your portfolio.**

Like mentioned before, doing an internship makes you a better candidate for entry-level and post-grad positions.

**Go somewhere cool!**

If you have a dream destination to live, like New York City, doing an internship with a company located there will help you experience that place first hand.

**Build your network.**

Having contacts in the professional world can be a great resource for letters of recommendation and potential job openings.

Remember, it's never too early to start looking for those internships. A lot of companies are posting summer positions on their websites and myCCO, and recruiting for them now. Start preparing now. Visit the CCO in Young 132 for a jump start to your job search today!

Written by: Angela Petrie, CCO Branding Intern

# We need your help!

We know many of you had summer internships that went unnoticed.

**Tell us about them!**

Very few Liberal Arts students actually report their summer internships.  
This makes it look like we hardly do them.

**Let's show Purdue what we *really* do!**



Take our survey **here** and have your internship counted.



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# Higher Education - There's more to know

*Students of all majors are invited to attend the Graduate and Professional School Fair and panel where admissions, recruiters, and directors discuss all aspects of graduate school*

**Thursday 10/3 11am-3pm**

Purdue Memorial Union – West Main Lobby

**Panel Discussion 9:30am-10:20am**

Purdue Memorial Union – Room 230

Complementary hot cider and coffee will be served

  
**Advance  
Yourself**

## 2013 Participating Colleges/Schools/Universities

Adler School of Professional Psychology  
Indiana University - Robert H. McKinney School of Law  
Cleveland Chiropractic College  
Erikson Institute - Graduate Programs in Child Development  
Hofstra University  
Illinois School of Professional Psychology  
Indiana Tech Law School  
Indiana University - Maurer School of Law  
Kaplan Test Prep  
National University of Health Sciences  
Ohio Northern University  
National University of Health Sciences  
Purdue University  
Saint Louis University School of Law  
Southern Illinois University School of Law  
The Ohio State University  
The University of Alabama Graduate School  
University of Illinois at Urbana - Champaign School of Labor and Employment Relations  
Valparaiso University Law School  
Trine University

## 2013 Panel

Akemi Mark of Southern Illinois University School of Law  
Erica Leb of University of Health Sciences  
Kelley Kruger of Valparaiso University Law School  
Tina Boing of Illinois School of Professional Psychology

# INTERNSHIP FAQ

with the LACD Interns

*Janna*



**What's the number one thing you learned from your summer internship?**

The number one thing I learned from my summer internship is to go into the internship with goals for yourself. Things can be chaotic and stressful throughout the summer, and you don't want to lose sight of why you wanted the internship in the first place. It is important to verbalize what you are looking for through this internship, so your mentors can give you the best experience possible!

*Maureen*



**What do you think is the importance of getting an internship?**

Internships give you real-life experiences to supplement the knowledge you learn in your classes. They're a great way to show future employers that you have applicable skills in the workplace.

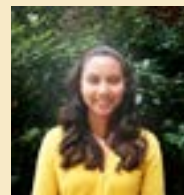
*Bronwyn*



**What's your number one tip on landing an internship?**

My number one tip on landing an internship is networking. As college students we really need to be marketing ourselves and our skills to connect with people and companies who will admire us professionally. To be able to network with companies is something that will be beneficial in the long run, especially if you maintain the connections you make over the years. Market yourself, connect with professionals, and create a large network for yourself and your career path.

*Neysa*



**How would you go about using social media to find a possible internship?**

There are two important things to be aware of when looking to get a job or internship through social media. First of all, what you publish should be interesting for employers and should show your abilities and skills. Secondly, you should understand that social media could be a great instrument to get job opportunities, as long as you use it in a strategic and professional way.

*Tanvir*



**What do you look for in a company you'd want to intern with?**

When looking for a company I want to intern with, I look at what kind of work I will be doing and the company's culture. It is important to make sure you improve your abilities and enjoy

*Shahd*



**Where should you look to find an internship?**

1. Go to the various career fairs that Purdue hosts, even if they're not specifically for Liberal Arts
2. The "search job and intern postings" section on the LACD page provides information on available positions
3. There are various internships abroad to consider
4. Checking out a company's site that you're interested in and emailing your resume can also be helpful

# INTERNSHIPS

## Purdue University Residences

**Job Title**  
Student Special Collections Associate

**Description**  
Assist with the collection and documentation of archival materials in the halls of Purdue University Residences.

**Requirements**  
Demonstrated ability to communicate effective – both written and verbally  
Excellent Organizational skills  
Commitment to accuracy and attention to detail  
Ability to work independently and collaboratively  
Ability to lift boxes of records  
1 year minimum course work  
Preferred interest in History or Library Sciences

If interested please apply online **here** under Clerical Services.



## iFixit Jobs & Internships

We are the world's foremost experts on Apple repair, and we've set the gold standard for online repair documentation. We have already helped millions of people fix their own Apple devices, and we plan to help tens of millions more.

**Current openings**  
Office Manager / Executive Assistant  
Senior User Interface Designer  
Junior Designer  
**Technical Writer / Tinkerer**  
**Software Engineering Intern**  
Business Development Manager  
**Sales Support Associate**

**Why we're cool**  
We're a startup — we move very quickly and your opinions are demanded.  
We're very capable, so you'll be in good company.  
We're going to change the world.  
Hours are flexible.  
For students, positions require working part-time during school and full-time during summer.

**How do I apply?**  
Familiarize yourself with iFixit.com.  
E-mail a PDF of your resume and a cover letter to jobs@ifixit.com.  
In your cover letter, tell us why you are perfect for our team. If you write a blog, contribute to an open source project, wrote a lolcats generator, or build interesting things, we want to hear about it. Include a link to your portfolio.

We are currently only hiring for positions in San Luis Obispo, so please indicate your interest in relocating if you're based elsewhere.





# Transitions Dental

Transitions Dental Company manages dental practices throughout the state of Indiana. Our goal is to establish a long lasting and personal relationship with our patients while providing them with preeminent dental care. We aim to achieve this goal through the highest quality treatment, state-of-the-art technologies and facilities, and our extraordinary compassionate Doctor and staff.

## Job Description

We are currently looking for a Marketing Assistant / Graphic Designer to assist our Marketing Manager. The Marketing Assistant will coordinate and assist with marketing activities of dental services which may include designing advertising, marketing collateral, company newsletter, and office webpages. As well as event planning, market research, and development of marketing plans and strategies. Creativity and an eye for detail are a must!

## Requirements

- Graphic Design, Marketing, Advertising and/or Communications background
- Ability to work creatively, both independently and as a team member
- Microsoft Office proficiency (Word, Excel, PowerPoint)
- Experience working with Adobe Creative Suite
- Copywriting
- Web Design and Social Media experience
- Ability to prioritize, manage, and meet deadlines
- Willingness to work weekends and travel to on-site events when required
- Excellent written and oral communication skills

## To Apply:

Email your resume to Riley Gibb, Marketing Director  
riley@transitionsdental.com



# Movable Ink

## Position

Graphic Design intern

## Job Description

The Graphic Design Intern works closely with our marketing, sales, and client experience teams to produce exceptional customer and prospect-facing digital and print marketing and sales support materials.

## Responsibilities

- Design digital creative elements, promotional banners and advertisements for inclusion on the company's web site and email newsletter, and for external activities
- Design and layout professional looking print & PDF-downloadable materials such as white papers, research reports, case studies, "one pager" overview/sell sheet documents, and booth/exhibit graphics
- Assist in the creation of PowerPoint slide decks for sales, marketing, and conference presentations – especially graphical mock-ups, layout enhancements, and animations
- Assist in the creation of graphics and materials to be used in media kits, partner on-boarding kits, and new customer on-boarding kits
- Assist in frequent updates to the company's external facing web site and create graphics for the company's blog and social media channels

## Requirements

- Desire to produce high quality graphics and other marketing materials in limited time to meet product delivery dates
- Highly skilled in Adobe Creative Suite (Photoshop, InDesign, Illustrator) and PowerPoint
- Experience with HTML and CSS desired, but not required
- Must work well in an open team environment
- Strong interpersonal and communication skills, proactive, and attentive to detail
- Available for 15-20 hours per week for a 3-6 month period.
- Please provide a link to your online portfolio showcasing your best work!

Click [here](#) to apply





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# Get Connected to LACD



**PURDUE**  
UNIVERSITY  
COLLEGE OF LIBERAL ARTS  
*DISTINGUISH yourself*

Edited By: Shelby Oyer

**Lisa Lambert Snodgrass**  
LACD Director  
Beering Hall 1114  
[cla-careers@purdue.edu](mailto:cla-careers@purdue.edu)

## Fall 2013 Interns

Maureen Corbett  
Neysa Herrera  
Bronwyn Huddleson  
Shahd Khawaja  
Shelby Oyer  
Janna Parke  
Tanvir Rahman  
Ashely Elijah-Warner

