

Mier masters marketing during summer internship

Haley Mier
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This summer, Haley Mier, a Monmouth College senior from Buffalo Prairie, decided to take a stab at city living with her internship in Schaumburg. The communication and public relations double major landed an internship at Develop Inc, a marketing and events firm located in the heart of the Chicagoland area.

“I was extremely thrilled to get this internship,” Mier comments. “Trying to find an internship was a difficult process. When I interviewed at Develop I was immediately attracted to the modern feel of the office and the down-to-earth management. I was just happy they wanted to work with me as well.”

Like Mier states, the internship search is anything but easy. However, with her involvement in several honor societies, writing and speech tutoring experience, and various leadership positions within her sorority and other organizations on campus, she had a strong resume to hand out to potential employers.

During the internship, Mier focused on doing on-site promotions for various clients of the firm, ranging from high end skin care to innovative popcorn-chips. After learning and mastering different marketing systems she was able to apply them to the product pitches and turn it into revenue for the clients. Even though Mier was only an intern, with the success she had on location and in the office atmosphere, the management promoted her to a “trainer” position. Within this position, she was able to teach marketing systems to new employees, help with the interview process for the company, and travel to Virginia on her first business trip.

Although the internship will help Mier professionally, what she enjoyed most about the internship was what she gained personally, “I took on the internship to gain marketing experience, but I also was able to further strengthen my leadership abilities, interpersonal communication skills, and my overall confidence. These skills will help me tremendously throughout my senior year and my job search.”