

My Summer Internship

Evan Davis, Digital Marketing Intern- City of Monmouth, Monmouth, IL

This summer I interned at City Hall in Monmouth under Paul Schuytema, Director of Community Development. My main goal was to help get the Warren County Virtual Museum out of developmental stages and ready to open by the end of August. The Warren County Virtual Museum is an open-source web application that serves as an online museum of historical exhibits and artifacts pertaining to Warren County.



Along with all of this, I met with shareholders to discuss ways to increase efficiency and productivity of the site and trained them on how to upload artifacts as well. Throughout the course of this internship I learned how to perform a broad range of tasks that are all valuable to a Communication major. I even dabbled in some HTML and CSS code. The experience was great and it has definitely prepared me for a life after college.



In that time, I supervised a crowd-sourced logo design contest and created a marketing plan, which included designing flyers, radio and newspaper advertisements, and business cards. I was also tasked with writing a press release, uploading artifacts to the website, researching and writing descriptions of the artifacts, and creating a quick help guide and tutorials for trainees.

