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A Lasting Fitness

COMM 495

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Internship Critique

On a scale of one to ten, I would rate my internship experience a 9. Andreas Washeim reached out to me about this internship opportunity over winter break through a personal contact. As a second-time intern, I've already had the opportunity to gain practical experience and develop key skills in digital marketing and media production, therefore I would recommend this internship to a second-time intern.

My internship experience at A Lasting Fitness was a beneficial step for my professional development. Working closely with Andreas Washeim, I found great satisfaction in applying my skills to real-world projects and contributing to the company's growth. In specific, the opportunity to engage in remote work during the internship has been particularly rewarding and relevant in today's post-pandemic landscape. This experience has equipped me with valuable insights into navigating the challenges and opportunities of remote collaboration, a skillset that has gathered appreciation from recruiters I have interviewed with in various post-graduate opportunities I am exploring. In multiple recent interviews, I've had the chance to discuss how my internship at A Lasting Fitness not only enhanced my technical abilities but also strengthened my adaptability and communication skills in a remote work environment, qualities that are increasingly sought after in today's workforce. My previous internship at Centre Care provided

me with a strong foundation in the areas I explored at A Lasting Fitness, allowing me to confidently tackle tasks such as video production, post-production, social media content creation, and website editing. I am familiar with the expectations and responsibilities that come with remote work. This experience has increased my ability to communicate effectively, manage my time efficiently, and take initiative to drive projects forward independently.

My internship with A Lasting Fitness was incredibly valuable for several reasons. Firstly, it provided me with hands-on experience in the field of digital marketing and media production, allowing me to learn and further develop the skills I've acquired through coursework and my previous internship. I had the opportunity to try new things, learn what worked and didn't work, and fail and succeed. This practical experience increased my confidence in my abilities and inspired me to learn more technical skills on my own. Also, the mentorship and guidance provided by Andreas Washeim, my supervisor and seasoned business owner, were instrumental in my professional growth. His feedback provided valuable insights for me into the broader aspects of business development and inspired me.

My internship experience with A Lasting Fitness presented both strengths and weaknesses. On the positive side, the experience was centered in adaptability and problem-solving skills through the challenges posed by the entirely remote format. I had the opportunity of engaging in tasks like video production and website editing which provided valuable hands-on experience in digital marketing and media production. However, the entirely remote format also posed challenges, including communication barriers and feelings of isolation and stress. Another weakness was relying solely on my supervisor for video content. For example, sometimes the provided content would be low quality or extremely lengthy. I would

provide instructions on filming content, but due to Washeim's busy schedule I was not always able to curate the most ideal footage. Despite these weaknesses, my internship offered so many valuable opportunities for real-world growth and learning, and is something that I am grateful to have been a part of during my last semester. I not only had the opportunity to bolster my portfolio, but learn new skills along the way through extensive research and LinkedIn Learning courses through Penn State.

Reflecting on my experience, I would advise future interns to embrace the challenges presented by remote work and focus on developing strong communication skills. Clear and proactive communication with their supervisor is essential for navigating the remote environment effectively. Additionally, I recommend taking initiative and seeking opportunities to contribute beyond assigned tasks. I encourage future interns to stay organized and manage their time effectively, as remote work requires self-discipline and accountability. I have learned that remote work requires a high degree of self-discipline. Therefore, I would advise future interns to evaluate their own professional habits and evaluate if this mode of internship is right for them. I believe the saying that "you get what out of what you put into an experience" and I think my internship at A Lasting Fitness is a prime example of that.

My internship with A Lasting Fitness complemented and expanded upon what I learned in my Penn State courses in several ways. The practical experience I gained in video production, website editing, and digital marketing directly applied the concepts and theories covered in my coursework. For example, my knowledge of media production techniques and digital marketing strategies was put into practice when creating social media content and conducting digital research for A Lasting Fitness. Additionally, working remotely during the internship honed my

ability to manage projects independently, which aligns with the self-directed learning approach encouraged in my Penn State courses and my experiences during the COVID-19 pandemic.. Additionally, the internship had a significant impact on my career goals allowing me to see firsthand how concepts learned in the classroom are applied in real-world business settings, which strengthened my understanding of the industry and confirmed my passion for pursuing a career in this field. My experience also helped me refine my career aspirations by exposing me to various aspects of marketing and media production, allowing me to communicate with business owners and web developers, and allowing me to better define my professional interests and goals. Overall, my internship served as a great experience that not only enhanced my academic learning but also clarified my career path and aspirations.

In conclusion, my internship with A Lasting Fitness provided a valuable opportunity to apply and expand upon the knowledge and skills gained through my Penn State courses. The remote work format challenged me to adapt and communicate effectively in a virtual environment. I am excited to continue my efforts at A Lasting Fitness this summer, assisting with upcoming events and future marketing. [Next Steps](#)