



INTERNSHIP EXPERIENCES

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ORGANIZATION: MARRIOTT INTERNATIONAL

DEPARTMENT: MARKETING

POSITION: MARKETING INTERN , CONSUMER OPERATIONS



As I am new to the hospitality industry, I learned many terminologies used within the industry, the internal working and opportunities within the industry. I am working on several campaigns and projects, trying my hands at different tasks that are challenging yet fun and exciting and this has given me a sense of accomplishment. In the very first week, I attended an event at Four Points Sheraton, which was an interesting experience as I got an opportunity to network with like minded individuals across several brands and learn more about the industry.

Recently, I have been working on email-marketing campaigns, writing press releases which invoked my creative writing skills specific to the hotel industry and the right communication needed to reach the consumers. I have also had the opportunity to coordinate with several departments to implement upcoming projects and events through which I learned how to prioritize time and organize my work more efficiently. To do this, I keep track of my work by using an excel spreadsheet and I find that I am getting better at it as the day goes by. This definitely is an achievement for me as I used to find it quite difficult to work with excel versus now. I am also working on a new project idea and my supervisor has been very kind to help and give constant encouragement and constructive feedback to make this a success.

