

2017-18 Spring Internship Award Winners

Li Shen Ooi, UC Santa Barbara, Peking University, China

As a global citizen, Li Shen made participating in an internship a college goal. Born in Singapore, raised in London and D.C., working in Asia was a way to solidify her Chinese language capabilities and attain the technical skills useful for a starting career. Li Shen worked with the UCEAP Beijing study center to secure a marketing and public relations internship at [Huawei Mobile Services](#) and writes, "*I can proudly report that interning in China added to my global background, immersed me in Chinese 'guanxi' business culture, honed in skills I will use in my future career, and created professional connections in international networks.*"



Li Shen was actively involved in commercial campaign and themed pop-up stores. She contributed high-quality market research reports and analyzed the marketing strategies of top competitors to provide a more comprehensive view of the global market for our products. Although Li Shen lived internationally prior to her study abroad experience, she faced challenges with understanding and responding to conversational Chinese. Her internship gave her the opportunity to implement mindfulness techniques and embrace the confusion with compassion so that she could turn confusion into a learning opportunity. She writes, "*I am confident this experience has made me a substantially more desirable candidate than I was before. The communication and interpersonal skills I have developed increased my confidence so I can effectively express my ideas to future employers. By participating in this*

internship, I have widened my job market prospects as I can now include China as a viable location for my future career."

Remi Dayton, UC Berkeley, Thammasat University, Thailand

Remi worked as a marketing and communications intern with the [Education Development Center \(EDC\) Asia](#) during her semester abroad in Thailand. The mission of EDC is to improve education by teaching instructors methods to make their teaching more project-oriented in order to increase student involvement. Through her internship, Remi enhanced the communication between members of the [Mekong Skills2Work](#) Network and provided them with the resources necessary to succeed within the project. She did a full evaluation of the Facebook and Twitter pages and was able to increase the users from 300 to over 8,000. She also was able to develop her social media marketing skills by selecting and developing posts that spoke directly to her audience, "*Before completing my internship with EDC, I knew very little about the logistics and planning that went into*



designing strategic marketing campaigns and branded materials. Now, I have experienced what it is like to plan a social media campaign and see it through to completion.”

Beyond the technical skills that Remi gained in her internship, she also learned a great deal about communicating with her colleagues in a professional manner and across cultures. Most of her colleagues were Thai locals and therefore she had to learn through experience how to communicate with them effectively. *“I had to learn how to clearly and precisely articulate my thoughts and ideas, as I had to anticipate that the person with whom I was conversing would not share many of the same language conventions that I had unconsciously developed. This made clear to me that there are so many ways in which the human brain can process ideas and notions simply because of the experiences we have been privy to.”* These communication skills will serve Remi well as she returns to Berkeley where she plans to pursue her Certificate in Design Innovation.

Betty (Xiu Hua) Ding, UC Santa Barbara, Peking University, China

During her time at Peking University, Betty participated in an internship at [Fortune Hero Media](#), LLC a film production company based in Beijing and California. The company creates feature films, commercials, and television content that connects Asia and Hollywood. Much of her work focused on film development—she packaged film concepts and scripts into PowerPoint presentations, arranged meetings, and translated documents between Chinese and English when necessary, as well as getting an insider understanding of the entertainment industry through the mentorship of her internship supervisor, a UCLA alumnus himself.



Although it was not without challenges, one of the most enriching parts of the internship was learning about the work culture in China and the importance of Guanxi (relationships). Betty also realized how much she enjoyed the business side of the film industry and how important business knowledge and skills are for success in the entertainment industry. As a result, she has decided to pursue a certificate in the Technology Management Program (TMP) at UCSB. She says, *“by majoring*

in Film and Media Studies, I can learn about film as an art and hone my skills in the creative aspects of film. At the same time, through going through the TMP program I hope I can use my skills and knowledge in business to my advantage to become a successful producer and businesswoman in the entertainment industry.”

Jonedel De Lara, UC Santa Barbara, Thammasat University, Thailand

While studying abroad, Jonedel was able to find an internship that perfectly aligned his studies in the Social Policy and Development Department at Thammasat University, his Sociology degree at UCSB, and his future goals of going into a career in community development. Jonedel knew he wanted to add an internship to his studies abroad so he took the initiative to start contacting companies prior to arriving in Thailand. In the end, he was accepted as a Communication and Marketing intern with [Wedu Global](#), an organization that uplifts marginalized women in rural communities. As an intern with Wedu, Jonedel focused on outreach, content creation, and societal impact. He gained skills in

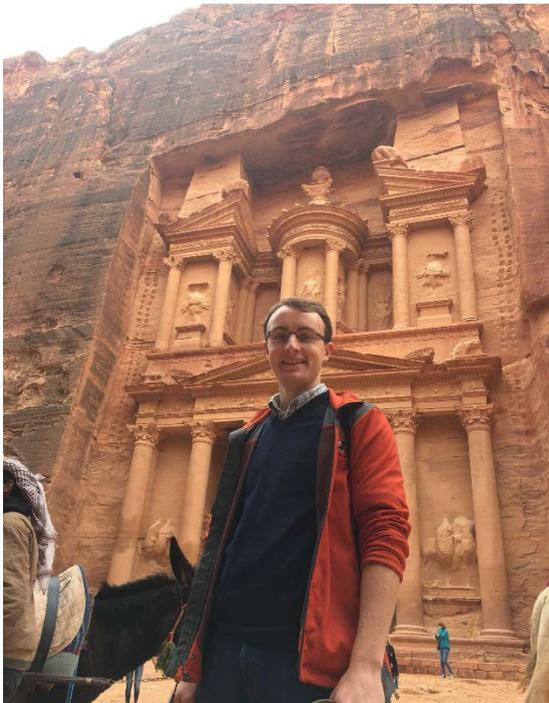
measuring social media analytics, interviewing, creating content, and running social media campaigns. He also took the initiative to create his own self-run projects such as “Women of the Week” which detailed inspirational feats of women all over the world with the hopes of inspiring women to apply to Wedu.

Through his internship, Jonedel also gained experience in providing leadership and working closely with a cross-cultural and international team. *“My internship experience has exceeded my expectations and I fully believe that I have acquired an important skill set in both leadership and working in a professional team. The independence and freedom to pursue my own projects for Wedu allowed me to develop hands on leadership skills in a social enterprise and instill a harder work-ethic within myself.”*



Casey O’Hara, UC San Diego, Middle East Studies, Amman, Jordan

Casey applied to the [Kaizen Company](#), a small NGO with an office in Amman, because he was inspired by the organization’s sustainable and accountable model for aid delivery. Kaizen’s mission is to improve early childhood education in Jordan by training teachers and encouraging parents to



participate. This mission perfectly aligned with Casey’s interests, and he was excited to be a part of a project that was trying to make real change in the Jordanian education system, while simultaneously improving his Arabic and teaching him more about the international aid system.

Casey facilitated mass communication between Kaizen and the Jordanian parents, gathered social media material during site visits, and was responsible for translating a USAID quarterly evaluation report. Lack of clear direction from his supervisor were initially a challenge for him, but he learned that it also meant that he was given a lot of personal freedom to accomplish a task in a way he deemed appropriate. As a result, he learned to actively seek out new ways to help in the office and experienced the benefits of being assertive and advocating for himself while working with people from very different backgrounds.

Learning about aid agency evaluation, sub-contracts, and the problems inherent in international development – such as lack of funds, project accountability, and overly subjective or immeasurable goals – helped Casey greatly to identify a more concrete path toward entering the development sector and prepared him for a professional career in this field. *“I also grew personally, becoming more patient, self-directed, assertive, and informed. I plan to use this experience as a springboard for future opportunities—parlaying my language and cultural knowledge into new experiences both abroad and here in the United States. Overall therefore, I feel confident asserting that my internship experience through EAP will have a long lasting and important impact on my future career path as well as my current career goals.”*