

Internship Portfolio Spring 2023

Intern: Gwyneth Terry

1.) Introductory Summary:

Business is such a broad major that has a countless number of paths for students to follow should they pursue a career in that area. Personally I wanted more of my major which is why I was initially intrigued by Spanish and International Business. Having been raised in an Ecuadorian-American household I knew I wanted to improve my Spanish abilities and felt that in business I would be able to connect with the hispanic business community in an impactful way. Thus, when I discovered that I could pursue an internship abroad I was immediately hooked on the idea. The ability to experience a work atmosphere in another country, in a different culture, is a challenge that I have always known I needed to take on. Within this introduction I hope to display why I chose to pursue my internship in a foreign country and the pursuit of achieving the goals I have set for myself during my time as a student intern.

Curiosity has always driven me to want to know more about the world and what life is like in different cultures. I have had the opportunity to experience Hispanic cultures in casual atmospheres in Latin America and South America but never before witnessed what a work atmosphere is like in a Hispanic country. Here during my internship with EBL I am able to observe the differences and complexities of the Spanish culture in a formal atmosphere. This opportunity has taught me more of the formalities of the Spanish language and how it is to be spoken in a formal environment in comparison to that of a casual atmosphere. This experience has broadened my horizons of expectations in the workplace and made me realize some of the characteristics of a job I would like to pursue in the future. What this internship provides is something I could never experience at home as I now work in a different language and face new and exciting customs each day. My skills in intercultural communication continue to grow with each task given and I look forward to applying these abilities in my career in the future as the world becomes more globalized and the necessity for interpersonal and intercultural communication increases.

Throughout my internship, not only do I hope to prepare myself for the future but also be an important asset to EBL. For this reason I have set goals that will push me to increase my knowledge of the field I am working in while also making practice of new skills. One of my

goals was to be able to distinguish the differences in traditional and self-publishing models which has helped me to further understand the hybrid publishing models that EBL uses. I am now able to confidently define the structure of the business and their significance in the market they pursue. Furthermore I will pursue being able to translate pages of literature from English to Spanish in a fluid format by the middle of my internship. Lastly by week 5 I want to be able to confidently hold formal phone conversations with customers in both Spanish and English. I chose these goals in order to expand my skills in communication but also to grow my capabilities in the company I am working for. These goals motivate me to do the best I can during my internship in order that I may absorb valuable lessons and develop unique and necessary skills for the international workforce in the future.

Anyone can do an internship but very few get the opportunity to pursue an internship in a different country. This experience is a vital part of my preparation for the workforce as a Spanish and International Business student. The goals, skills, and projects that have come from this opportunity are so unique as they are applicable to such an innovative and significant company such as EBL. I look forward to learning new perspectives and observing more about the Spanish work atmosphere as I continue my internship this semester. This intercultural experience has been one of my greatest motivations to pursue my future career for a long time and it is an honor to be working in a place so rich in culture but also so significant in international business.

2.) Philosophy Statement:

Throughout my study abroad experience I have become increasingly interested in logistics and management. The process and organization that goes into programs like this has intrigued me and due to my curiosity in such processes I am deeply interested in pursuing a career in the field of Project Management. Project management is a field that requires the coordination of resources, planning, executing, and monitoring of projects to ensure that they are completed efficiently and effectively. This type of work is a necessity in a variety of industries involving global engagement such as tourism but it is also applicable in engineering companies, healthcare, construction and many more. During my time here as an intern at EBL publishing I have had the opportunity to develop new skills such as cross cultural communication, problem-solving and adaptability that will further prepare me for the workforce in project

management. The abilities that I have obtained and experiences I have had at EBL publishing has opened my eyes to how applicable project management is as a career field and the skills and experiences involved in it which will further be discussed in this essay.

I believe that project management greatly involves leading by example and fostering a culture of collaboration and innovation and throughout my time as a student I have remained a driven leader and a passionate worker. Many large projects are team oriented and I find that I work best when I am working with people. Being able to work with the EBL team has been very beneficial in expanding my abilities in planning and organization, it has further prepared me for a diverse team in the workforce one day. At EBL I have been placed in a dynamic environment that requires flexibility, adaptability, and problem-solving all of which are a necessity in project management.

During my time at EBL I have experienced a change in leadership and although this was daunting as an intern I was able to adapt and it gave me an opportunity to practice my new skills and to openly communicate with my new boss regarding my abilities which is an experience that happens to many people in the workforce. This entire process has taught me the importance of flexibility and how to be useful to the company even when instruction is not readily available as changes can occur unexpectedly in any atmosphere.

What fascinates me most about project management is the opportunity it provides to work on complex projects with diverse teams. Every project is unique, and every team member brings a different set of skills and experiences to the table. Which is why I am so thankful for my position at EBL publishing where I have had the opportunity to work with people of a different culture than my own. I have observed different skills then I have seen in the United States and it excites me that in the future I will be able to leverage these skills and experiences to achieve my goals and abilities in the workforce. Project management has proven to be a challenging and exciting career path that aligns greatly with my personal and professional interests.

3.) Summary of Accomplishments:

Since the beginning of the process of interning abroad I have had the opportunity to learn and observe the intricacies of the workforce and the skills involved in intercultural performance.

Not to mention I have also gotten to reflect on my own skills that I never truly recognized before and am now able to use in my favor as they apply towards my future career goals. Through my time at EBL Books I have gained a genuine experience in a professional workforce that has fully immersed me in a new culture, language, and atmosphere. The skills and projects I developed helped me significantly in reaching my goals that I set early on in my internship which will be further discussed in the contents of this essay.

The first goal I set for myself was to be able to identify the differences in traditional publishing, self-publishing, and hybrid publishing models within the first month of my internship. I chose this goal because I wanted to be knowledgeable in the business model of the company I am interning for. I succeeded in completing this goal through consistently and thoroughly researching each model and the components that make these forms of publishing so different and applicable to authors. I also informed myself on the competition that is found in the publishing market in Spain. This research proved very beneficial as it helped me perform my duty as product marketing and translation intern as I was able to market and reflect the uniqueness and variety of EBL's services to authors. Also because of my research I was able to gather several potential marketing contacts in the US such as the email's of writing associations, writer's societies, etc.

Along with knowing the different business models, I made it my goal that by the middle of my internship I would be able to formally translate pages of work between English and Spanish fluidly. This goal also involved becoming comfortable with the EBL's computer applications for translating. I was able to complete this goal through gaining confidence in my conversational Spanish so as to reflect formality and fluidity in the multiple passages I have needed to translate in order to promote services to customers in both the Spanish and English markets. This also broadened my abilities in intercultural communication as I was able to fully understand the conversations between coworkers in their native tongue and attend business meetings without being confused. Completing this goal helped immensely in creating quality social media content that promoted the programs and services of EBL in a professional format.

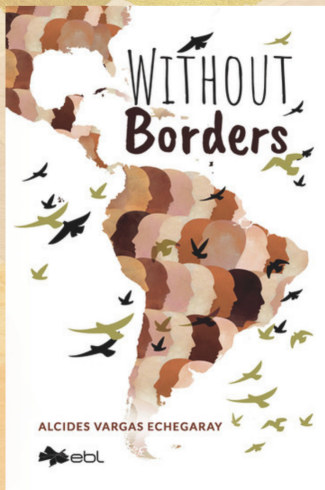
The final goal that I made was that by the fifth week of my internship I would be able to communicate confidently with customers over the phone in regards to sales. Due to an

unexpected change in supervisor I ended up not being involved so much in sales at EBL. Instead of reaching that goal I achieved the ability to promote multiple services through social media networks and even got to gain some experience with Canva through designing posters to share on Instagram promoting books and new posts. I was also able to participate in a project collecting links to add to the EBL online catalog of books to let consumers know where each book can be purchased.

Initially when I first began at EBL Books I was unsure of what to expect regarding my position as a Spanish and International Business major at a publishing company but as I continued with EBL I was able to further develop my soft skills but also gained some technical skills that I would have never gotten experience with without my time at EBL. My abilities in communication in both Spanish and English have improved from being in a new and immersive environment. I have also gained a well-rounded understanding of team collaboration in problem solving by being exposed to the technology within EBL. Overall this internship has been a valuable learning experience that has improved prior skills and developed more skills for me to bring to the workforce in the future.

The following are several Canva designs I posted to social media:





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