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Intern Paper

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This semester, I interned at MZI Global. MZI Global is a small marketing firm located in New York. Their focus is on new market entry for foreign and domestic clients. They specialize in the food, fashion, and manufacturing industries among others.

My first days at MZI Global were February 14 and 18. On Monday, I wrote a lot of information about a client for their new website. Most of it actually made its' way to the site with few changes, which was really exciting. Most of this work required a lot of research about the company and also its' competitors who make similar products. I looked at competitors’ products and their marketing techniques. On Friday, I continued to do this, and helped another intern write a case study. The case study involved looking at five to six different documents and a few websites to synthesize many different sources and forms of information. We put all of this information into an easy to read document showing the strengths of MZI Global, and the strengths of the client. On February 25, I worked on possible trademarks using different buzzwords and combinations of words. I rewrote some information from MZI Global for their new website. I also read their rules and style guide. I synthesized several versions of this document into one and updated it, adding new rules about grammar and other important facets based on errors I had seen throughout the website. I looked at several competitors’ websites and compared it to MZI's. I did a bit of research for an upcoming press release as well. The website was a large project for MZI Global. I continued to work on it in different ways. Part of this was making sure everything was grammatically correct and simple to understand. I was also given the task of making sure the trademarks and copyright symbols were present and being used correctly. Most of this involved having several documents open, copying, pasting and revising. It took a long time. However, it will lead to an easier and simpler website. Towards the end of my day, I was asked to help my supervisor come up with a way to describe a new sub brand of luggage. This was sort of tricky because I thought I was describing products but it was all about the brand, and what the company wanted consumers to think. It was less about the products and more their image and how they wanted to be perceived in the marketplace. I had to revise and redo it several times. I also was given the task of revising a letter written to a client explaining what the client had to do and what MZI Global had to do to work together.

On March 8, I worked on a client's website. Specifically, I added a social media and school contests section to raise awareness and broaden the appeal of the products. I helped my boss make a pitch for our services grammatically correct as well as better sounding. At the end of the day, I worked on differentiating the client from its' competitors. The next week, I edited another intern's work for MZI Global's new website. I read through it, edited, rewrote and reformatted it. I looked at a competitor's website and the way they did their industries/specialties and compared that with the way MZI does theirs. I edited and rewrote a few of these, including cosmetics, manufacturing, food and beverage, business/technology, and fashion. On Friday, I wrote a proposal for PROMEXICO offering MZI's services to market them as a good place for high end retailers/fashion such as Macy's. I worked on the industry description from Tuesday briefly before I was given another proposal to write, this time on the food industry for PROMEXICO. As I was writing this, I had to do a lot of research and background information on supermarket chains and different services MZI could provide. On March 31, I continued to work on the new MZI Global website. I rewrote and edited the rest of the industry descriptions using MZI’s competitors as a form of template. As my boss was in Korea this week, there was not much work available. I spent the rest of this day and the next one revising case studies and looking up press releases to accompany them.

At the start of April, my boss was still in Korea. I worked on case studies for one more day. However, on Friday, I worked on parts of a proposal for Korean clients that my boss met while on her business trip. I worked on the social media, public relations/publicity, and celebrity and political figure sections of the proposal. All of these sections required research into other companies and into the clients themselves. I looked up the clients' competitors and what they did for their social media. I also looked at various companies' public relations and press releases. I looked up Korean American celebrities and various political figures for the client who would appeal to the American public and give the clients more prestige in the US market. I saw what MZI had done for previous clients and how those tactics could apply to the newest clients. On April 11, I researched commercial properties for a client. This involved looking up prices in various neighborhoods in the city. I had to consider the clients' needs and the image they were trying to convey to the public. On Thursday, I edited a letter written by the CEO to a professor asking him to participate in a seminar. I worked on an outline for a press release for another client. I learned about the company: its' product, competition, and why it was different and better than other products. On April 15, I started and finished a rough draft of the press release. I did research on a social media campaign for the client. Finally, I looked up CEOs of companies that could be interested in their product if MZI Global needed to contact them. On Monday, April 18th, I researched Mexican history. I looked at the impact of the French colonial days on Mexico, specifically on the food industry, and how this would help our Mexican clients rebrand themselves as high class and luxurious. Surprisingly, I found that the French actually had a tremendous impact on culinary styles of the Mexican people. I helped develop a PowerPoint presentation for a grocery chain to enter the U.S. gourmet market based in part off of the research I had done earlier. On Tuesday, I revised and continued to work on the PowerPoint after receiving feedback from superiors. Once I finished with that, I worked on a new website and renaming another client. On the 22, I continued to work on revising and adapting their site. Towards the end of the day, I went back to the older project of looking up the CEOs of companies that could be interested in the product. On Monday, I worked on a chart detailing the competition and comparing them to MZI Global's client. This required a lot of research about different companies and even further research about the client itself. I also looked at example websites from my boss to help rewrite the client site. I found another website on my own and adapted the client's website to be better in line with this company's site, which is larger and more widely known and used. I also rewrote the FAQ section of their website as it was very confusing and full of grammar and vocabulary errors as they do not speak very good English. On Friday, I reviewed the previous work done for the client by various interns including myself. I checked it for completeness, factual, and grammatical errors. I summarized a chapter of a book on China relating to a seminar MZI Global is hosting. I did an overview of IBM and Cisco's social marketing to show the importance of marketing as a whole to the seminar’s target audience. Finally, I adapted a presentation originally designed for one client's needs to appeal to another. This required a lot of research and examining several documents. This week was my last at MZI Global. On Monday, I looked through a book all about marketing. I picked chapters that I thought would appeal to and help the clients understand the importance of marketing. I summarized the chapters and looked up visuals to go with the information. On Friday, I started a report on the progress that MZI Global has made on work for the client we have been working with. I took a closer look at the major competition and made a chart to simplify the differences and show why the client’s product was superior. Lastly, I looked at some information about MZI Global and their trade show program. I rewrote this information making it universally applicable to any client, grammatically correct, and more interesting to read so that the graphic design intern could use it in a brochure. I also helped this intern develop other text for the brochure, allowing her to focus on the pictures and overall layout of it finishing the project faster than either of us would have working separately.

This internship has been a valuable learning experience. Working on many different types of documents, including proposals, websites, brochures, and charts, has increased my writing and editing skills. Besides increasing my writing and editing skills, this internship and my supervisors taught me about marketing, including the subtle messages of determination, patience, and the importance of hard work necessary to be successful in any field. Working at MZI Global reinforced some of the things I have learned in the classroom, including the importance of public relations and how to reach the target audience for a product. I was unsure at first about taking this internship because working in a marketing firm was not exactly what I wanted to do or what I see myself doing in the future. However, had I not taken it, I would have missed valuable learning opportunities and the chance to explore and increase my abilities. I am sure the skills I have learned and developed from being in a business setting and having these hours of experience with writing, editing, and research as well as an deeper understanding of marketing and its’ place in society will pay off and help me in the end.