

**Summer Internship Report 2017**

**K. Lane Barnes, C'20**

Hometown: Bradenton, Florida



**Open Door  
Charleston, South Carolina**

**Provide an overview of the organization/research project and a summary of your responsibilities, tasks, and/or projects.**

Open Door is a small homeware store, with items ranging from beautiful, well-made tableware to hostess gifts to salad dressings. I was an assistant and was able to interact in most of the aspects of the business. As it was just Marion and myself in the store, I spent the summer wearing many hats including social media marketing, being an assistant, and more. Open Door also transitioned from their original brick and mortar storefront to a different space and also increased their online presence.

**During your internship, what did you accomplish or how did you make a difference? In what ways did you grow in your professional and technical skills?**

I was extremely lucky for my first internship to be so great, I couldn't have asked for a better summer. I managed multiple social media platforms for the store, which I greatly enjoyed. Before that, I never realized how labor intensive it was but it was very interesting to learn how to manage so many sites and to keep the store socially relevant. I believe I did make a difference, especially with it just being two of us, I was very helpful and competent in what needed to be done.

**Describe a problem that you helped to solve at your internship. What skills or knowledge from your education at Sewanee helped you address the problem?**

A problem would be that sometimes I would have several tasks to accomplish in a small amount of time. Sewanee has taught me time management which I utilized in situations such as these.

**In what way were your teamwork skills strengthened?**

I was the only employee, but my skills strengthened with working one on one with my supervisor. At first, it was extremely intimidating, but then as I progressed it became much easier and I was able to adapt to her way of doing things. And also, the internship required me to design various things (table settings for photo shoots, social media, etc.) which was at first scary to present my designs, but I became more professional in the ways I interacted with my superiors.

**How did your internship affect your career plans?**

It solidified my dream to pursue marketing and a possible career in retail. I love the creativity behind social media marketing and the methods one can use to attract certain target markets as opposed to others. I also believe that it makes me want to pursue a career involving working creatively with others.

**In what ways did your internship cause you to encounter people of different backgrounds from your own? What steps did you take to communicate effectively with such persons? What did you learn from such persons' perspectives?**

I don't believe I had any extraordinary moments that fell into this category.

**Words of thanks to your internship funding donors:**

NA