



INTERNSHIP EXPERIENCE

Doreen Xiao

INTERNSHIP CONTEXT

IMSA Internship



The Illinois Math and Science Academy provides weekly internships that span from the local Aurora area to the #1 incubator in downtown Chicago: 1871. My internship with WeSolv took place in 1871 and required a 2.5 hour commute every Wednesday morning and night. I always loved the bus ride to take naps and recharge with some good music!

BUSINESS RESEARCH

Context and Questions



WeSolv is a innovative startup revolutionizing the world of performance-based hiring. They work with companies to build challenges on the WeSolv platform to measure how diverse candidates would actually perform in the job. My main question was to determine how to execute messaging in my marketing position that was both cool and casual, yet professional .

BUSINESS PROJECT

Major Continuation Project:



I build a in-depth Comms Calendar that included weekly postings (Motivation Monday and WeSolver Spotlights) and seasonal ones (BHM, WHM, Earth Day etc) to build a rigorous foundation for marketing for years to come. Each week I then created the posts for the following week and uploaded them using Hootsuite: an automatic posting service.

KEY LEARNINGS AND TAKEAWAYS

What I learned



In my time with WeSolv, I learned how utilize Hootsuite and build a competitor analysis. I also deepened my knowledge of creating a Communication Calendar, connecting with my mentor in a cohesive manner, and maintaining company organization standards.