Internship with Medtronic

As a junior at Animas High School I will be completing a three week internship with the medical device company Medtronic at a branch in Santa Rosa, California. This internship will allow me the opportunity to explore the potential future career path of marketing and graphic design. Medtronic is a globally active company that researches and creates medical devices and various therapies for diseases. At the Medtronic site that I will be working at business related work is being done such as marketing and hiring as well as cardiovascular research and device development. At Medtronic my internship will be completed with the help and supervision of Alice Hwa, who is in charge of marketing.

When I first began thinking about my internship last year as a sophomore and heard that we were allowed to go virtually anywhere we wanted to for our internship I immediately thought that interning in California where my aunt lives would be very fun and give me a lot more possibilities of internships. Initially I was going to have my aunt as my mentor and do something with marketing jobs on social media. However after further thought on both my part and my aunt’s part we decided that it would be a better experience for me to have someone else as my mentor and do a different project. My goals for this project are to really get to experience what it would be like to be in a marketing or graphic design position by creating a website for internal use at Medtronic. I also think that this project will challenge me academically because I will need to write on this website in a professional and somewhat intriguing manner.

My project will entail me building and designing a website for internal use at Medtronic. This website will help different departments of Medtronic communicate and it will inform Medtronic employees of what is going on within Medtronic and their efforts outside of the company. This project is extremely relevant to me because currently when I am in college I want to major in marketing and possibly minor in art or graphic design or even communication. The internet is continuing to grow and it is really becoming a major form of communication between people. I think that having the ability and experience of making a functional website (other than a digital portfolio) will really indicate to me if I like the work field that I want to go into. Creating a website will challenge me in many ways such as in layout, writing, creating things that are user friendly, and collaboration of the ideas of others into my work. In preparation for my internship I have and will continue to research the Medtronic Company and different templates and ways to design websites. I will also work with Alice to figure out what program I will be using to build this website so that I can better research that program and gain a better understanding of it. I will also talk to Alice about what types of information and pages she would like to see on this website.

I think that I currently have almost all of the resources that I will need to complete this project. I will need to get the information that needs to be posted on this website from Alice and I may need a website design program however I think that if I do not already have it or am unable to get a free trial of the program, Alice will be able to provide the program for me through Medtronic. As far as my understanding goes I will be provided a space to work at the Santa Rosa Medtronic location. As for a timeline of my work I would assume that the first 1-2 days I will be getting acquainted with Medtronic and the office I am working in and with the materials and program I will be dealing with during my internship. The following days of my internship I should be working to build and design the website, however at this point not knowing what program I will be working with I cannot give further detail of the steps and tasks I will complete each day of my internship. However if I feel that I am falling behind of where I would like to be as to the completion rate of my internship project I will have internet access where I will be staying with my aunt and I can continue working past the typical hours of my internship if necessary if I am able to do my work on my personal computer or am able to transfer files from the computer I use to my personal computer.

Ultimately I am one of the lucky students in that I encountered little to no problems setting up my internship. In almost all ways the internship that I will be doing was created for me and so I had very little problems making it work out. For my internship I am leaving Durango so one of my greatest challenges was earning and saving the money I needed to pay for my flight out to California. In order to earn the money I needed I worked by driving an elderly woman and babysitting two little girls. I then had to push myself to actually save the money I earned and not allow myself to spend the money instead. I think that this taught me a lot about being an adult and seeing the value of work but it also showed me how valuable this internship is going to be for me because I am really working to make it happen and it is a conscious effort on my part, instead of just being something that is handed to me.