As students, we spend many hours a day on social media. If you look down the Tim Hortons line, everyone is on their phones catching up on Snapchat, Instagram, etc. Jacob Schupbach, a junior in the School of Management, had the unique opportunity to use his expertise from his dual major in art and marketing as the Social Media Intern with UB Communications. During his internship, he was introduced to the many opportunities within UB Communications. Jacob worked on creating graphics, analytics, Snapchat, gifs and much more. It is likely that you have unknowingly seen Jacob’s work in various promotions across campus.

Jacob’s favorite project was working on the UBuffalo Snapchat account. This was a new project when Jacob began his internship, so he was able to give input during the beginning stages of the initiative. Jacob played a role in establishing best practices for the people running the account and also contributed some of his artistic skills in creating unique posts for the account. Jacob said it was “a unique experience to grow a project from the start and play a role in building something.” Jacob’s creativity along with his marketing background helped him to create re-occurring characters for the account like Goosebumps, who is inspired by the geese found all around campus.

The people Jacob worked with also helped to improve his internship experience. He had three supervisors who truly wanted to help him grow and improve. His supervisor, Rebecca, helped him with his professional skills, especially public speaking. She would go over talking points with Jacob before a presentation to ensure that he would be at his best. His other supervisor, Erin, went over each post with Jacob and helped him to improve the posts he created for the Snapchat account. Jacob also worked with two other interns. He referred to the area where their desks were as the “think tank” because they would all bounce ideas off of each other and look over drafts before submitting projects to their supervisor for approval. Each of the three interns had an area that they specialized in, so together, they could support each other.

Jacob was able to improve the Snapchat account through a LinkedIn connection he made. He connected with an individual who worked at Snapchat after he won a contest she had created, thinking she would just be a distant LinkedIn connection. When he began working on the Snapchat project, he decided to reach out in hopes that his connection would help him to set up a live campus story. After reaching out via LinkedIn, she was able to connect him with two other individuals at Snapchat who were able to help him with this initiative. Jacob was able to successfully complete his first goal, and is still in contact with these individuals to accomplish even more. Jacob is still currently interning at UB Communications, so follow UBuffalo on Snapchat to see his hard work in action!
Undergraduate Scholarship Opportunities

Are you interested in earning academic credit for your summer 2016 internship? Internships can be registered for three elective academic credits and look great on your resume and transcript. There are scholarships available to help offset the cost of summer internship tuition. Applications will be available to students on March 1 on BizLink. See below for details.

Internship Opportunity Scholarship Fund (i.O.S.)
The University at Buffalo School of Management Undergraduate Class has created a fund to assist students completing credit-bearing internships. This fund is to help defray tuition-related costs incurred by students pursuing internships.

HOW DOES IT WORK?
Students may apply by submitting an essay, application, and current resume through our BizLink system. All materials will be reviewed by our selection committee and recipients will be selected. Winners will receive a tuition credit in the amount of $500.

Junior and senior undergraduate students participating in a credit-bearing internship are eligible to apply (profit, non-profit, domestic or international). WNY Prosperity Scholars are not eligible.

The Bauer Scholarship Fund
The Charles D. and Mary A. Bauer Family Foundation has graciously provided funds toward tuition awards to the Office of Internships and Experiential Learning for students participating in credit-bearing internships at nonprofit organizations.

HOW DOES IT WORK?
Students are required to submit an essay, application, and current resume through our BizLink system. All materials will be assessed by our selection committee, who will identify finalists to present to the Bauer family, who will make the final decision and select award recipients. Winners will receive a full tuition credit in the amount of $1520.

Domestic juniors, seniors and first year MBA students participating in an internship at a nonprofit and who carry a GPA of 3.0 and above are eligible to apply.

Summer Internship Do’s and Don’ts:

DO: Check BizLink more than just once a week during the months of February and March. Summer internship postings have high demand, and many are only open for a few days. You may miss out on your perfect internship if you only check once a week.

DON’T: Get discouraged if you don’t have your summer internship yet. There are many interns who land their internships later in the spring semester. Keep applying to internships, and stop by the CRC if you have any specific questions we can help with!

DO: Apply for opportunities, even if you think you won’t get it. We have heard many great stories from interns who applied for their dream internship even though they didn’t think that they would get it, and ended up landing the internship and having a great experience (see Carolyn’s story in our December 2015 edition).

Check out our IEL Facebook page for more Do’s and Don’ts and so much more!

Office of Internships and Experiential Learning
Each issue of Intern Insider provides perspectives of employers, School of Management student interns and staff regarding the world of internships. Each semester, our office assists undergraduate and graduate students throughout the experiential learning process.

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