

### Casta Diva Internship (2022)

This past summer, I received news about an internship position at an Italian communication company located in Milan. I remember feeling overwhelmed with excitement and immediately knew I had to start packing my bags. Casta Diva Group operates in branded content including video content, ad productions, films, and TV programming. Upon arrival, I did my research and prepared for the summer ahead of me.

On my first day, I took the metro to my new place of work. Before taking the position, I knew the language barrier was going to be my greatest challenge. Although I have studied the Italian language for years, I was not sure what to expect in a business setting. I was welcomed and greeted by the CEO and his team instantly and was informed of what I was going to be doing at their company. Luckily, when I had a hard time comprehending or responding, they would happily speak to me in English which was very thoughtful. I was told that I would be creating a presentation for the company on how they can get their social media accounts and rankings up. To start, I would need extensive amounts of research. So that's what I did. For hours each day, I would find public record reports and presentations on Casta Diva's competitors in their market. I then would go on to creating a comparison of each and all social media accounts that I can find. The social media accounts I was looking for were voted the topmost used platforms in business for 2022, including: Instagram, Facebook, and LinkedIn.

In my internship, the most useful skill I learned was how to put my knowledge and skills into practice. Being an income senior at Clemson University, I had several courses that came to use when doing my preliminary research for the presentation. Classes such as international management and marketing were used to allocate current trends in the Italian market and their competitors all throughout Europe. Principles such as product, price, promotion, place, and people gave me insight of the company's standing in the global market. Once the research I found was proven to be fulfilling, I continued one with my presentation. The final presentation can be found linked next to this document.

Living in Milan was a dream, with my hours of free time, I visited museums and the stunning historical sites including the Duomo, the Last Supper painting, Galleria Vittorio, and

Basilica di Sant'Ambrogio, nonetheless enjoying every meal and encounter with the locals. This internship was an amazing opportunity to see the differences and similarities in the workplace between the United States and Italy. I was challenged to both adapt personally and professionally. Communication is vital in any position, and with a language barrier, my team was respectful and kind when I struggled. I found myself pushing capabilities I never knew were possible in a completely different culture.