

COMM 495 Statement- Rachel Runta

I have secured an internship with Stile by Per Lei, a fashion boutique in the Greater Philadelphia area, specifically in the Media, PA location. With this internship, I will be having a focus in social media and marketing. I will be working within their different forms of social media to help increase consumer attention, try new trends, promote their products, highlight what the company is all about, and advertise to current and prospective customers. In the future, I would love to work in social media and deeper into the media aspect of advertising, so I am excited to take any opportunities I can take from this role. It is an unpaid internship, so I would love to be able to receive academic credit for the work I will be doing throughout the summer of 2023.