

I desire this internship because I want more experience in working in the public relations industry, especially beauty public relations since I want to continue working in beauty PR after I graduate. I believe that having as much experience as possible will help lead me to a successful career and a senior account executive position in the future. I hope to gain knowledge about the industry, what working on accounts is like, how a PR team operates, and learning what a more corporate setting is like. Although Behrman Communications is a smaller agency, it is bigger than other PR firms that I have worked in the past. Overall, it is a great opportunity to see how a bigger PR firm operates and can help further my career aspirations.