



## Christina Vildou

Marketing Associate

Current Employee

### **How would you describe your overall internship experience during your final year of faculty?**

The internship was a great opportunity to enhance my skills, build confidence, and embark on my professional journey. It allowed me to apply theoretical knowledge in a practical setting and gain insights about working in a dynamic business environment. This experience not only did broaden my understanding of the industry, but it also provided a valuable foundation for my future career development.

### **What were your main responsibilities during your internship, and how did they align with your expectations?**

I had the opportunity to engage in both internal and external marketing activities, with the objective of boosting employee engagement and establishing a strong public image for the company. My expectations were not only met but exceeded as my responsibilities expanded. I was involved in creating various printed materials, participated in the development and execution of marketing strategies, and honed my skills in website design and maintenance.

### **How did the internship help you develop new skills, both professionally and personally?**

As a newcomer to the professional world, I encountered countless opportunities for learning and growth. I developed essential skills such as time management, priority setting, and communication. I also worked on more complex aspects, such as building a strong professional character and trusting my ability to contribute to the company's goals.





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### **Did the experience clarify your career path, or did it make you reconsider your options?**

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Marketing is a broad field, and this experience allowed me to explore various facets of it, and gain insight into how different elements work together behind the scenes.

At present, my goal is to continue developing my skills across different areas of marketing, while also narrowing my focus to the areas where I excel at and wish to gain more expertise in. This approach will enable me to build a comprehensive understanding of the field, while deepening my knowledge in specific areas of interest.

### **What advice would you give to current students who are about to start their internship or who are looking for one?**

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Stress is a natural reaction when starting a new chapter, but I would advise embracing the experience with enthusiasm. It's possible to feel multiple emotions simultaneously, so while stress might be present, maintain a focus on the excitement of learning.

Communicate openly with your managers, colleagues, and teams about what you hope to gain from the experience. Don't be afraid to ask questions, trust your instincts, and use your voice. By being proactive in your willingness to learn and grow, you'll find numerous opportunities, projects, and support to help you succeed.





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### **If you could go back and change one thing about your internship experience, what would it be?**

It's easy to dwell on "what if" scenarios, but this experience, along with the transition from student to professional, has taught me that change is only possible through gaining new insights. Looking back, I recognize that stress initially limited my experience, and I could have been more vocal. However, that realization came from going through the process.

The key is to learn from your experiences and be courageous enough to adapt, shift your perspective, and evolve. My advice would be to engage fully in your tasks rather than just completing them. Even in a hybrid or remote environment, take the initiative to connect with colleagues from different teams. Instead of directing all questions to your manager, reach out to the person best equipped to assist you.

This approach will help you save time, build confidence, expand your network, and integrate more effectively into a global team.

