

Isabelle Weston Internship Portfolio

Introduction Essay

As I began my journey to college in 2020, I always knew I wanted to study abroad at one point throughout my four years as a student at Clemson University. The time to apply to study abroad really came in the blink of an eye; I had no clue where I would end up. Although I had the option of studying in Argentina, Barcelona, and Madrid, Sevilla struck my interest the most, with the internship opportunities and the culture of this city. Lucky for me, Sevilla has its very own chiropractic device company, which is great for me as I am very interested in medical device sales. I am so excited to gain such great experience as the sales and marketing intern for Y-strap this semester here in Sevilla.

Additionally, medical device sales have interested me for the past couple of years. I have always known that I wanted to be a part of the medical field and also the business world, so I thought this would be a great career path for me. As a freshman in college, I was entirely unsure of what I could possibly want to do with my life, so I was a pre-business major. Quickly, I realized that was not exciting me in any way. Second semester freshman year, I sat down and thought about all of my interests, morals, and what I wanted for my future. My first thought was that I wanted to give back to society in some sort of positive way. Then I thought about how much I have loved the Spanish language since I was fourteen years old. Finally, the biggest requirement was that I found a study to bridge the gap between international business and health, that is when I decided to change my major to Spanish and International Business with a minor in biological sciences. Immediately after I began these classes, I felt absolutely fulfilled in my studies in the best way possible. This major has completely challenged me mentally, while also

setting me up to have the best future that I desire for myself. Ultimately, I would like to work in the field of selling medical devices internationally.

Furthermore, there is so much information I expect to gain from this amazing experience interning for the Y-Strap company here in Sevilla. When I received the email this past fall that I was chosen for this internship placement, I was absolutely ecstatic! I think this will be a great way for me to genuinely understand the business and social media aspects of medical device sales. The goals I have set for myself throughout this semester are very important and achievable for me. Primarily, I want to improve my Spanish language skills through communicating with my supervisor and my coworkers, as I hope to be fluent in the language come May. I also expect to further develop my social media and marketing skills while I work on the Y-Strap social media pages to sell the product to interested influencers and chiropractic practices. I have never been a very tech savvy person, so through this course, I plan to utilize all of my resources to enhance my abilities with software programs and technology as a whole. Finally, by the end of May I desire to fully understand the depths of working behind the scenes of a medical device company, while also becoming fluent in the Spanish language.

Ultimately, I have very high expectations for myself and my internship this semester. I am so appreciative and honored that I could possibly ever have such an amazing opportunity to work internationally while still being a college student. Y-Strap has already taught me very useful skills just in the short two weeks I have been working. I genuinely believe this internship will set me up for a great career in medical device sales when I return to the states. I know this is an experience that I will never ever stop talking about, and I cannot wait to see what the future holds for me as I accomplish all my goals.

Philosophy Statement

My work philosophy thus far in my life is that there is always room for improvement and never underestimate the power of constructive criticism. I have worked various jobs in many different settings the past few years, and I have gained new knowledge from each and every experience. As I have gotten older, I found that I work particularly well with people and sales; I really enjoy helping people and meeting a myriad of different customers. Since I was little, I always knew I wanted to help people in all the ways I possibly could, which always led me to want to work in the medical field. Throughout college I took a large interest in medical device sales because it gives me the opportunity to work both in the medical field and the sales force.

As a student abroad I have been working with a chiropractic device company called Y-Strap here in Seville. Although this is nothing similar to the kind of work I want to do back in the States, I am still gaining valuable experience that I can definitely use in the future. In the future I really hope to be in the operating room with surgeons to make sure they are effectively and accurately using the medical devices that I will distribute to them. For now, I am working on marketing and social media for the product Y-Strap, which is great for learning the business aspects behind a start-up company. This internship definitely fits into the sales aspect of the medical device sales industry. My tasks vary day to day, but usually consist of working on shipping costs through excel, Instagram following, and researching customers to find potential influencers for the product. Although this may not be as hands-on as I would like, I think this is very valuable information for me to use in my future with sales.

Additionally, my role within the company seems very small, but has a large impact on their social media presence and their ability to connect with future customers. Without these analytics and market research, there would be no starting place for sales. With my help this

semester, Y-Strap should fully be expanded to companies throughout Spain and the UK, while it has predominantly been shipped to the US and Canada. To do this, I have been crafting a list of people to reach out to via social media, and also I have been following previous customers on social media. The goal here is to find interested customers who would want to be influencers for the product so that more people in their areas will know about Y-Strap and buy them for their companies. Expansion is extremely important for a start-up company, and I will do my best work this semester to help Y-Strap expand throughout Europe. No role is too big or too small, and considering there are only about five people working at this company in Sevilla, I will definitely leave a positive impact by the time I am done.

In conclusion, there is a high sense of importance in doing what you love and loving what you do, in my opinion. I love helping people, and in a way I am doing just that this semester. I am helping my supervisor's company flourish through marketing and social media. In the future I plan to help in very active ways rather than remotely, but I really do appreciate the work I am doing now. All experience is helpful, whether good or bad. I hope to improve my skills in social media and sales as a whole throughout this internship, and at home I hope to improve my personal skills through working with a large company.

Summary of Accomplishments

This semester working with Y-Strap as a sales and marketing intern has definitely been an experience that I would like to take positively. Unfortunately, most of my work is genuinely grunt work, rather than brain stimulating. I wish I could say that I feel very confident and comfortable in this field of business, but I unfortunately have spent most of my time following accounts on Instagram. I have been pursuing the medical device sales field for the past two years now as a student in the states. I realize that is not a prevalent career here in Spain, so I do appreciate the effort to connect me with the closest alternative job offered here. I have taken this opportunity as a chance to expand on my technical skills. I have developed a better skill set through various programs and research analytics.

Furthermore, throughout this semester I have worked with many different applications that I was foreign to before this internship. For example, Asana is an application we use every single day to see our tasks and weekly plans for the internship. I knew absolutely nothing about this software, and now I can fully navigate it and even add my own tasks and input into the system. Recently, I have been working on Instagram Analytics through a research tool that I have never used before. I actually found this software to be so interesting because this tool automatically calculates the analytics of Instagram accounts, like followers, engagement, and posts. Another software I have become more familiar with through this experience is Microsoft Excel. I never had to use Excel much in school, so I never really bothered becoming efficient in this program, but now I feel very confident with this application, and hope to use these skills in the future. I am very pleased with my new knowledge of these programs and just learning more about technology in general.

Additionally, I have worked mostly on social media this semester, specifically Instagram. As a twenty-something girl, I frequent Instagram, so honestly this is very humdrum to my life and not at all interesting to me. In the future I hope to be working in the operating room with surgeons to advise them on how to correctly operate medical devices. Here, I have yet to even see the device that I market for every day. I am very displeased with the fact that I have not done any work in person or in Spanish. I could have been sitting at my couch in the United States doing this work. Although I am grateful for the technical experience, I personally think I would have benefited more from sales experience. I do feel like I have helped benefit the company through market research, cost analysis, and social media, which I am pleased with.

Although it may seem like a negative experience for me, it was really an experience that I will cherish and be grateful for forever. How many people genuinely can say that they had the opportunity to work with an international company in a foreign country while exploring the world? I may have spent many days tracking marketing analytics or following random chiropractors in the UK on Instagram, but I would not trade that time for anything. I am so blessed to have gained so much insight on a different business culture and learn how to adapt to a foreign management system. I never would have imagined that a little internship in Spain would make me proficient in excel or help me understand the importance of Instagram marketing and influencers in society today. I not only gained knowledge about this foreign business culture, but through this time I gained knowledge about myself and the realms of work I genuinely enjoy and even despise.

Ultimately, I think this internship has taught me more than I realize in both a positive and negative sense. I definitely have developed my technical skills and social media skills, which is great and useful. I have certainly learned the importance of communication and clarity on tasks,

so I am definitely not afraid to step out of my comfort zone and ask questions. I have also learned that I am not looking for a remote career or a social media career. I am so grateful for this opportunity and to have realized both good and bad experiences are still useful experiences for the future.