

In December 2012, I began working as a Research Marketing Assistant at the Northeastern California Small Business Development Center (NECSBDC). This month marks my last month as an undergraduate at California State University, Chico. As a Business Administration Major with a focus in Marketing, a Minor in Project Management and a Professional Sales Certificate, this marketing research assistant position helped further my education and experience by giving me an opportunity to expand my business professional knowledge in a real world setting.

I have worked on a variety of projects for the NECSBDC during my three years of employment, all of which have offered a valuable first-hand experience in the economic development industry. The most impactful projects include leading and conducting Client Feedback Surveys, Chrisman Surveys, and Business Needs Assessment for the established and pre-venture businesses that NECSBDC assist as a Lead Center in the Northeastern California region. These experiences have given me an opportunity to utilize my skills and knowledge base that I have gathered over my career and education.

At the NECSBDC I became exposed to a variety of information technology like Google Services, Regonline, Goldmine, Constant Contact, and Neoserra which were used to improve business processes, like updating websites, planning event logistics, conducting surveys, and managing projects. This continual exposure to new processes and use of new programs at the NECSBDC has greatly improved my skills.

The skills I learned at the NECSBDC has exceeded my initial expectations for an undergraduate internship position. My experience here has been wonderful. I gain fulfillment from the work I do each day and greatly enjoy the people I work with. Not only is the work challenging, since I acquire new knowledge and skills, but also meaningful as we assist business owners. Being able to apply what I am learning in college to real life situations as I am pursuing my education is a very satisfying feeling and I am happy to have been able to have this good fortune to have worked at an organization like this.

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