



PRESS RELEASE: Jackson's DiVietri Strengthens Digital Media Knowledge During California Internship

Betsy L. Musolf to: Archive

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Here is a press release about Ferris State University student Melissa DiVietri of Jackson, who is gaining on-the-job experience in digital media at The Garage/Team Mazda, an advertising agency in California. Any questions about this release can be directed to Sandy Gholston, News Services and Social Media Manager.



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To read the online version of this story, visit:

<http://www.ferris.edu/HTMLS/news/archive/2012/july/divietri.htm>



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Each year, hundreds of Ferris State University students gain valuable work experience through an internship. The experience of an internship also can confirm or redirect career decision-making, provide marketability, develop people skills, and enhance classroom learning. Many academic programs require an internship, but the experience is encouraged regardless to provide students with a better understanding of what will be expected of them in the workplace.

Students are participating in various internships in a variety of locations this summer. Meet Melissa DiVietri:

Melissa DiVietri

Who: A senior from Jackson, Mich., majoring in New Media/Printing Management

Internship: Digital media at The Garage/Team Mazda, an advertising agency in Costa Mesa, Calif., that creates ads for the auto manufacturer.

What she's learning: DiVietri is experiencing every aspect of how an ad agency runs in an automotive environment. She assists the agency's digital media planners on multiple projects and is responsible for planning, executing and recording data on spreadsheets for advertising campaigns that consist of mobile, social, digital display and video placements. She manages delivery of regional and national traffic sheets, and made a master workflow for all markets and regions for Team Mazda's budgets that is used globally to view billing brackets.

How she's benefitting: "Each job task is something fresh, new and makes my brain think hard before reacting," said DiVietri, who particularly enjoys meetings when reps pitch ideas and attending seminars, especially in Los Angeles.

"I strongly suggest to anyone interested in technology or digital space to attend seminars and events; this is real-world learning and professionals are presenting their ideas and what works for the company."

Goal for the future: DiVietri plans to pursue a master's in Business with an emphasis in Design at Ferris' Kendall College of Art and Design in Grand Rapids. "I am truly an art freak! The sky is the limit for a job opportunity. If I have enough courage, I will most likely start my own company in the new media industry."

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