

C.L
The Harel Group
IT Specialist Intern 2016

An internship is a way to gain experience. The IT Specialist Internship at The Harel Group was that and more. Through this internship, I was able to not only learn about different programs and tools, but was able make a direct impact on how the company grows and develops a relationship with a group of professionals.

My role as an IT Specialist Intern was to upgrade the company's customer facing tools and expand The Harel Group's presence online. In order to do so, I had to research different methods and tools to develop a plan on ways to use it, in order to complete my tasks. Through my research I had learned about different applications such as MailChimp and Google Analytics, using it to collect data about emails and trafficking to better the efficiency of email campaigns and website navigation. Other than that, I was also able to have a hand in managing the company's social media accounts. By managing the company's accounts I was able to learn how to use social media for business, enhancing the ways it was used to better publicize the company's newsletters that was previously only shown through the website.

Other than expanding my technical knowledge, through this internship I was also able develop my communication skills. As an intern I had weekly meetings with my overseer Flora. Through her guidance I was able to enhance how I communicated with others, learning how to present information in a more effective manner. So when the time came to present my plans and changes to the CEO Jacob or any other team member, my explanations were more clear and concise to provide better feedback.

Working as an IT Specialist Intern has taught me invaluable skills that I can take with me to future job prospects and tasks in the future. I am so grateful for this opportunity, and I am thankful to have been part of such an amazing team.