



CLUB NEWS:

My NTUAC Internship Experience



Cutural Ko

Events and Marketing Intern

NTU, Year 2 Economics Undergraduate

Internship Period: September to December 2023

1. What made you take up the internship programme?

Marketing has always been an area that I was interested in exploring as it not only requires research and strategy, but it also allows creativity to play a role in its success. The opportunity also came at perfect timing as I was looking to venture into internships during the semester. Despite the ever-growing academic workload and pressure, the flexibility of the internship programme allowed me to find the sweet spot in balancing various commitments. As such, it felt natural to take up the opportunity.

2. What are some event highlights from your internship?

The most memorable event was the FRESH event organised in collaboration with Children's Wishing Well. During the event, I brought a shy and cute girl out for grocery shopping. Seeing the happiness and smiles on her as she picked out her favourite sweet treats and necessary household items for her family definitely made my day.

Another unforgettable moment during my internship journey was the site recce we did for the Marsiling Tunnel Adventure. This takes the win as the most adventurous hike in my life!



3. What was your biggest takeaway from this experience?

Through this experience, I would have to say that my biggest takeaway is the development of my skills in designing using Canva and the chance to create various marketing collaterals for events. I have planned several events prior to this internship however, it was my first time doing the designing of collaterals. It was fun and was honestly the part that I enjoyed the most!

On top of that, I picked up video editing skills through the curation of video content for social media. It was exciting to create post-event TikTok videos for the Club.

4. How have you grown as an individual? Any final thoughts?

This internship journey has been a smooth sailing one and has taught me the importance of time management, work environment and one's willingness to learn.

Adapting to the work environment and workload was made easier with such patient and kind-hearted colleagues to guide me! Without them, it would have been tougher as the academic workload held a substantial weight on my hectic schedule.

