

There's No Typical Day on the Job for Senior COMM Major and Brand Intern for Dining with Skyler, Rebecca Grambone

by Alyssa DeRosa

Rebecca Grambone is a senior in the COMM Department's media production concentration who is currently working as a brand intern at Dining with Skyler: a small social brand run by Skyler Bouchard, a Food Network personality. She also helps manage Skyler's social media content.

COMMunity: What was the application process like for this internship?

Rebecca Grambone: Skyler posted an Instagram story with an email address to send a resume and cover letter. The same day [I saw it], I sent my [information]... Within ten minutes I heard back from Skyler's brand manager, Hayley. Around 3:00 p.m. the same day, I hopped on a call with Skyler and Hayley to discuss the internship, and by the beginning of the next week, Hayley contacted me and offered me the brand internship position.

C: What is a typical day on the job like?

RG: There is not one typical day on the job really. One day, I could be meeting Skyler at her apartment on the Upper East Side to come up with video and recipe ideas and then shoot, edit, and post them that day. Another day, I could be meeting her downtown for a video or photo shoot at a restaurant. If Skyler is travelling, I may be working from home, taking care of video editing or administrative tasks for her social media management clients. I could be starting work at 10...and finishing at 7 p.m. The next day, I could be working a typical 9-5. No one day is the same, and I find that really exciting.

C: What has been your favorite part about the internship?

RG: I love that fact that this internship is allowing me to explore parts of New York that I've never been to. Each week, we have a shoot in a different location, whether it is Chinatown, the Flatiron, or the Financial District. I also love how hands-on my position is. I never thought I would actually be shooting and editing videos as an intern!

C: How is this internship similar or different to internships you've had in the past?

RG: I've had two other internships aside from my current one. One was with the CBS Corporation as a digital intern for CBS Watch! Magazine.

The other was a public relations internship with the Environmental Commission Chair in my hometown.

At CBS, I had a very different experience. Although everything was more structured, the work I did was more repetitive... It definitely was not as hands-on as my current internship. My internship with the Environmental Committee was somewhat similar, in that there was a lot of planning that I worked on. Most days I worked from home, which I also sometimes come across now. So learning to set a schedule for myself has become very important, and time management is key.

C: Has this internship helped you navigate your future plans?

RG: I've realized how much I love production. Whether it's setting up for a shoot or editing the final cut of a video, I feel most comfortable in the production aspects of this internship. With my other internships, I tried and tested other areas of the communication industry. But they didn't excite me as much.

C: What was one valuable experience you've had during your internship?

RG: Working for such a small company has taught me that it's important to speak up, to voice an opinion or suggestion, and to learn how and when to say no. There have definitely been some days where I feel I'm being asked to do more than I can handle, or sometimes my boss will want to post something to her page that I don't think looks right. I've gained more confidence to use my voice and speak up.

C: Do you have any advice for students looking to get a similar internship?

RG: I used to do an internal eye-roll every time I'd hear the word "network." But I can't stress enough how important it is to make connections in whatever industry you are looking to find a career. If you are interested in working for a smaller business, don't be afraid to send an email with your resume, or even message people on social media to see if they are looking to grow their brand. The worst thing they can say is that they aren't hiring at the moment. But you've still made a connection with whomever you spoke with and can keep in touch with them in the future. You have nothing to lose. •