Internship Spotlight
Gabriella Donahue: VPR NYC, Fashion PR Intern

by Katie Heneghan

Gabriella Donahue, sophomore Communication major with a concentration in Public Relations, is doing a PR internship this semester. Her internship workplace, VPR NYC, is a boutique PR firm representing fashion, accessory, and tech clientele in Manhattan. Coming from a suburb of Boston, Massachusetts, Donahue developed a love of fashion, beauty and media from a young age. While Donahue chose the internship for the purpose of experience, interns at VPR are paid a stipend for their work.

"I chose this internship because I've always been interested in fashion, and my concentration is PR, and I really wanted to find something that integrated the two! Although there are no fashion-specific majors at MC, I knew I'd be able to find a fashion internship in NYC," said Donahue.

As for daily tasks and responsibilities, Donahue describes each day at VPR as a different adventure. Donahue described a typical day at VPR as: "checking the intern email for any brand media placements that need to be clipped, sending out garment samples to stylists, influencers, bloggers, and creative directors, keeping track of ingoing and outgoing samples on Bookalook (our inventory database), researching digital influencers for potential partnerships, and of course, ensuring the showroom is maintained and organized before leaving at 6 p.m."

While being an intern isn't always glamorous, Donahue describes her experience at VPR as valuable and a worthy learning experience. " I think my internship has really helped to prepare me for the workforce. While I am considered an 'intern', I work the same hours as everyone else, do the same sorts of hands on tasks, and have been taught to use all of the platforms and websites all the full-time employees use. My boss always emphasizes the fact that interns at VPR are truly getting real PR experience," said Donahue.

Donahue's states that her experience with Communication courses at Manhattan College have been an important asset to her internship. "This semester I am taking

writing for PR, which has been helpful because my boss has had me write a few mock pitches, so I was able to apply the skills I learned in class," said Donahue.

As COVID-19 has proved to be an obstacle for many students in the midst of internships this semester, Donahue is no longer able to experience the hands-on work that she was doing in the office at VPR, but is still able to work remotely on brand research and media placement.