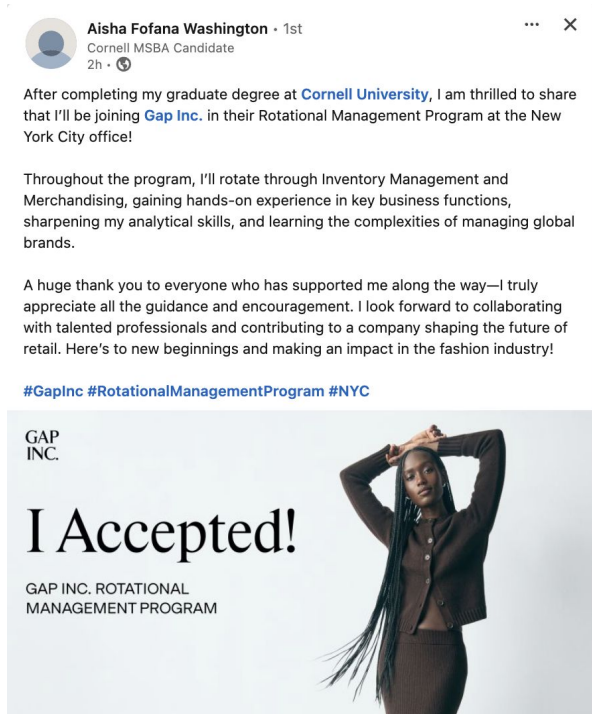


Digital Marketing Lab Success Stories

2023-2024

Aisha Washington '19

Rotational Management Program at Gap, Inc.




Aisha Fofana Washington · 1st
Cornell MSBA Candidate
2h · 🌐

After completing my graduate degree at [Cornell University](#), I am thrilled to share that I'll be joining [Gap Inc.](#) in their Rotational Management Program at the New York City office!

Throughout the program, I'll rotate through Inventory Management and Merchandising, gaining hands-on experience in key business functions, sharpening my analytical skills, and learning the complexities of managing global brands.


A huge thank you to everyone who has supported me along the way—I truly appreciate all the guidance and encouragement. I look forward to collaborating with talented professionals and contributing to a company shaping the future of retail. Here's to new beginnings and making an impact in the fashion industry!

[#GapInc](#) [#RotationalManagementProgram](#) [#NYC](#)



I Accepted!

GAP INC. ROTATIONAL
MANAGEMENT PROGRAM



“I found the data analytics portion very valuable because that is a skill every department and industry needs.”



Patricio Castillo '23

Intern at Full Funnel Growth



“A strong point of the program was the reviews we had from Meta ads which clarified vocab, topics and campaign concepts . As for google it was the examples on how to build campaigns keyword research being a prime example. The in class assignment reviews was a pro as we got good feedback in a clear way as well as learned from others.”



Natalie Aquino

Intern at Full Funnel Growth



“Overall, this program was an incredible opportunity to gain first-hand experience in marketing as a complete beginner. I would recommend this program to any one who is interested in marketing or would just like to explore a career. I feel like this program gave me the experience needed in entry-level marketing positions.”



Evelyn Maliza '23

Intern at BNY Mellon



“It was definitely a great learning experience especially something that helps strengthen my interest in this career path.”



Folaremi Akinyemi '19

Marketing Intern at The Reading Institute



“In my track the teachers were very helpful and I thought that learning HTML was very interesting and a new concept.”



Carlos Hidalgo '17

Communications Associate at MESA Charter HS



"I can't recommend the Digital Marketing Career Lab enough! This program was a game changer for me and truly helped get my foot in the door for entry-level positions in marketing. I discovered a passion for content creation on social media platforms that I never knew I had, and now I'm thrilled to say that I have a career focused on organic social media. I love every minute of it! It's amazing to share all the wonderful day-to-day experiences here at MESA through my work. If you're looking to jumpstart your career in digital marketing, this program is absolutely the way to go!"

