

## Mia McNeil

Aspiring Marketer



Mia's aspiration to become a Marketer enabled us to place her at the Castano Group where she completed her six-week internship experience.

Joash Brunet advised that Mia was introduced to, and instructed in, a wide variety of copywriting techniques for a variety of mediums. She learned how conceptual copywriting can serve as a vital tool for the visual development of advertising campaigns, social good campaigns, as well as social media campaigns. She also learned how to start with strategy on any copywriting assignment: generic claim, product feature, unique selling proposition, positioning, lifestyle and attitude. While at the Castano Group, Mia created several voiceover scripts that will be used for one of our clients and she also provided us with concepts and stories for several social media campaigns.

When Mia was asked to describe her experience, she said, "Where do I begin? My experience at a communications firm in downtown Jacksonville was far more than I could've ever imagined. Although my assigned mentor was Kedgar Volta, a founder and creative director of Castano Group Communications, I was able to work with Kedgar in addition to two other creatives. The intimate yet casual space of the office allowed me to get comfortable and learn insight into three job roles. Within one month I had adopted a new way of writing (one commonly used in the marketing world), had my brain milked of its creativity for future projects, had the opportunity to sit in on meetings to discuss weekly goals, learned tricks with a camera, and had many opportunities to pitch ideas for the company's social media platforms.

This experience allowed me to grow professionally and personally. Professionally, I was given the opportunity to think in an abstract way that I know all communication fields require. More importantly, I gained personal growth by valuing the amount of teamwork needed to pull off impressive projects and look forward to permanently being involved in a family of creative people that work together to create memorable moments for my community."

I am so glad that I had the opportunity to participate in the AnnieRuth Foundation's Summer Internship Program.