



My name is Lavari-Ay Ray, an aspiring Graphic Artist. Creativity has always been my superpower and I was able to put it to use this summer at Client Focused Media thanks to the AnnieRuth foundation. After learning a substantial amount from monthly business seminars, throughout the school year, I was able to learn even more this summer during my six weeks at Client Focused Media, under the direction of my mentor Whitney Mincey.

My fellow intern Kyla Blake and I were immediately thrown into this experience as we were given an opportunity to observe a client meeting facilitated by Ms. Whitney. Shortly afterwards, we received a small project of creating a list of possible show names for a new Client Focused Media produced sports show. We also aided in other small projects like creating a marketing calendar for a cupcake business and creating a list of

messaging options promoting home generators to customers for an electric company. I left Client Focused Media having a better understanding of apps like Canva and Premiere Pro. I was introduced to other apps like Slack, Monday and After Effects. Video production became familiar to me as I camera operated, live edited, and soundboard operated for CFM produced shows like On a Mission, Ignite Success, Horses Mouth and Sowing Seeds. I assisted with the creation of the show's name, the show graphic, the intro and interview questions for Sowing seeds; all while continuing to co-host with Mrs. Whitney. The Sowing Seeds show was solely my (and my fellow intern's) responsibility; it was the most hands-on experience we had this summer at CFM.

I've learned an abundance of fundamental career tips, the importance of career choices and so much more from the AnnieRuth Foundation. The knowledge I've absorbed the last year of my life from this foundation can never be forgotten because I will be actively applying it to not only my career choices but my everyday life. The AnnieRuth Foundation did not give me the potential to be great but showed me how to turn the potential I've always had into success. I now have an understanding of how to properly use my skills and strengths during a job. I also now have the experience, the networking skills, and the motivation to succeed as a graphic artist. I am extremely thankful for this experience and I'm eager to share this superb opportunity to other motivated young minds.