

Kalyn Johnson

Class of 2017

Professional Writing Major and
Creative Writing Minor

By Page Harrison



"My thoughts are starts I cannot
fathom into constellations."

- John Green, *The Fault in Our Stars*

Kalyn is a December 2017 WKU graduate. Kalyn has truly made her time at WKU count, from being active in student affairs to conducting **two internships** in her time here. She served as the Marketing and Creativity intern for Trilogy Health Services, and she was the Professional Writing (PW) Marketing intern in the fall of 2016.

Kalyn's internship with Trilogy was **self-styled**, meaning she took it on her own without earning course credit. For Trilogy, she produced **web articles, audited video content and social media, maintained social media accounts**, and more. Kalyn mentions that, while she gained many skills, she did not reflect on those experiences until the end, making it more difficult to express what she had learned.

So, for her second internship as the PW Marketing Intern, Kalyn **signed up for English 369**, the internship course taught by Dr. Angela Jones. In this placement, Kalyn **shifted PW recruitment material to digital format**, created and maintained **various social**

media accounts on behalf of the program, and set a new standard for what it means to be a hallway **bulletin board**.

Kalyn learned how to research outside her major and find new ways to engage her audience, including **providing fun and informative content at the right times**. She says that this internship taught her "how to apply PW in surprising ways." For example, to design the new PW bulletin board, Kalyn says that she transferred her knowledge about digital content marketing to design an interactive board, complete with pull quotes and chalkboards, to target an in-person audience.

Kalyn enjoyed working with Dr. Jeffrey Rice, her internship supervisor, and felt a lot of **fun and freedom** in her internship experience. By supplementing her experience with the internship course, she also learned the importance of setting learning goals and reflecting on skills gained in order to better articulate what she can do in a job interview or internship.

Kalyn's **biggest challenge** in her internships were to build and maintain an audience in order to promote the program. However, her **passion** shows through when she mentions wanting to apply these skills to her future in student affairs. Her ability to creatively brainstorm and write for an audience will aid her nicely in her work in housing and residence or student activities.

To prospective interns, Kalyn offers, "you have nothing to lose, so get course credit for skills that will stick with you."

To read more internship profiles, go to wku.edu/english/internships