In their own words …
Experience – Grow - Make a Difference

Haley Salazar
UW-Platteville Student & PACCE Summer Intern
Interning at Southwest Health in Platteville WI
Majored in Business Administration with an Emphasis in Marketing
Hometown: Sycamore IL

“ Sometimes the best way to learn how to do something is to just jump in and try it.”
– Haley Salazar

Haley Salazar is pictured at right with her supervisor, Tammie Richter.

How did your internship opportunity happen?
I went to the career fair and found Southwest Health's booth and my professor forced me to go talk to them. After a short chat, I was invited to attend a “student-employee” mixer at Steve's Pizza and I eventually received a second interview.

How does your internship complement your academic goals?
Parts of what I learned in my classes are helping me throughout this internship. Since I've graduated, I am able to apply a lot of my prior classroom experiences directly into my everyday experiences. For example, one of my favorite classes was E-Commerce and E-Marketing in Today's World. We discussed social media and brand image and because I work so closely with the Marketing and Communications Department, I get to see all of these things happening first hand that a classroom setting could only try to help with.

How are you spending your days?
Most of my days are spent in my office working on different tasks on the computer. However, I work on a lot of special projects when they arise, so I do get to run around to different departments.

What type of skills are you learning?
I am learning a lot about how important communication is. It's vital to keep everyone in the loop on what is going on so that no surprises happen. I am always sending emails about what I am doing and what needs to be done so that everyone understands what is going on.

Haley’s aha moment:
“I was asked to work on a market research project. When I read what they wanted me to do, I had a moment! I thought, ‘Hey, I know how to do this! I took a class on this!’ I felt like I had a leg up on other people because I’ve had prior experience on the subject thanks to my Marketing Research class.”