

My Role

I joined Adobe as a Solutions Consulting Intern. So what did I actually do over this past year? I learnt all about the world of Marketing Technology, how to pitch our products to some of the biggest Fortune 500 businesses through storytelling and how to demo one of Adobe's newest MarTech tools: Real-Time Customer Data Platform. Day-to-day I worked with my colleagues to develop bespoke customer journey stories, a method of visually guiding our customers through the value of investing in Adobe's products will provide them.



Other Experiences

I also had the opportunity to shadow our Marketing team for the last 6 weeks of my internship. I was able to help launch a Pop-Up shop in Oxford Street by liaising with the creative agency we were using and giving them feedback on designs for Out of Home adverts. This was a great experience as I learnt how marketing campaigns are run and was able to see the positive impact they can have. For example, this campaign gave 10 small businesses space to sell on Oxford Street whilst also having 58 bus shelter advertisements for their businesses - a huge opportunity for a small businesses!

From a personal perspective this was a valuable experience as I have always been interested in marketing roles but didn't actually know what the work entailed. Upon reflection, I'm not sure the role would actually be for me, but I did like aspects of the job like being able to see your ideas realised.

Skills Learnt

- Photoshop
- Pitching
- Adobe XD
- Time-Management
- Public Speaking
- Problem Solving
- Organisation
- Teamwork

Key Lessons Learnt

Through my time at Adobe, I learnt that I should be more confident in my abilities. For example, before my internship, the thought of speaking to a room of 60 people would have been terrifying, however it is something I actually did! By challenging myself to take the leap of faith, and do things I was afraid of, I have been able to grow both personally and professionally.

A second key lesson I learnt was how to effectively communicate with others whilst working in a group. During my time at Adobe, virtually all my projects were done as part of a team. This meant that I quickly had to learn how to set expectations and also communicate how I could help my colleagues. While there were some hiccoughs at the beginning, for example setting expectations too high resulting in a lot of overtime, I was able to learn how to be assertive and communicate honestly with my colleagues. This enabled me to deliver on projects every time, and this reliability and consistency allowed me to be a trusted member of my team. This made me feel very satisfied in my work life - knowing I was truly contributing to projects - not just making tea and coffee!

Looking Forward

Upon my return to university, I will be implementing a lot of the skills I gained through work, including my ability to confidently manage projects and effectively communicate with other team members. I want to continue to push myself, whether that is joining new societies or stepping up to public speaking opportunities. I want to do this to keep the momentum I have developed while working and therefore continue my growth journey.

Overall, I'm so glad I decided to take a placement year as it has helped me gain so many new skills and begin to realise my potential and will put me in good stead for my future career.

Successes

Earth Day

Along side the sustainability group, I was able to organise Earth Day at Adobe. This was a great event, involving a Clothes Swap and Behavioural Change workshop. On a personal level, I found this to be a very useful experience as I was tasked with the organisation, meaning I had to coordinate with many colleagues who all had different ideas of how we should run the event. At times I felt overwhelmed by organising the event, especially when things went wrong, such as budget limitations. However, overall I enjoyed the experience, especially when seeing everyone enjoy themselves at the clothes swap! It also helped me feel more confident in my convictions and realising that sometimes you just need to take control to facilitate success. This stopped me from second guessing myself, making me feel more confident in my day-to-day job as well.

Creative Intern Award Winner!

I was crowned the Creative Intern of the Year after creating a bespoke video explaining Adobe Experience Cloud. Pre-Adobe, I never used the Creative Cloud Suite but always liked undertaking various creative projects. This was a great experience as I had to present my work to all the other interns and some creative managers. To win affirmed my belief that I am a creative person and pushed me to take on more creative pursuits outside of work!

Presenting to Customers

I was trusted to present a Customer Experience Story to customers. I found this experience very nerve-racking, however I delivered my part of the pitch very well. Again, this experience helped be more confident in my capabilities and trust that I know what I'm doing.

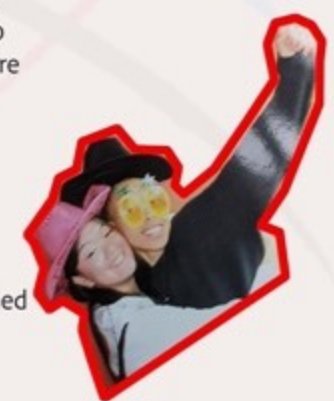
Fun, Fun, Fun

Aside from work, there were some great times. From volunteering to team building, we packed in a lot! This was a great way to not only bond with my colleagues but also have a chance to impact the lives of others positively.

One experience I truly valued was volunteering for the National Saturday Club to deliver an Adobe Express Masterclass to 15 teenagers from under-represented backgrounds. This showed me how everyone can be creative when given the right tools and that we need to focus on fostering creativity from people from all walks of life! Whilst I am at uni, I plan on volunteering with children in some capacity as it is really insightful and rewarding.



(Hemnes, 2022)



(Adobe, 2022)



References

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All other images are my own

(National Saturday Club, 2022)