


## Update

B  burns\_bianca@yahoo.com  
Tue 7/5/2016, 5:34 PM  
Thomas, Jennifer C. ▾

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Hi Professor Thomas!

I hope all is well and you are enjoying your summer. It's going by so fast! How have you been?

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AlphaVu. They didn't know that I'd do my research, and I was able to bargain for a package that I was happy with, leading to me finally accepting a position!

My job consists of scrolling through the web for news that applies to various client's audiences across the US, creating social media content schedules based off the news gathered and visuals that I create, running social media accounts for a few CEOs, creating analytical reports based on my content or ads and running AlphaVu's digital accounts (which I barely have time for)!

Overall, its a lot of work juggling multiple clients with different/specific needs but I am learning so much on the analytics and SEO side of things, making me better qualified for a position managing one company's entire digital presence. Plus, I am able to use my news gathering, graphic design and writing skills in various industries. My portfolio has grown so much in less than a month, and watching people from all over the US interact with my content is pretty cool. Overall, in between working, I am still applying for positions at companies that peak my interest more, but what I see myself gaining from this position is great for me to be better equipped for real digital content work when I do make it to a new company.

It's a small team, but everyone was welcoming and happy that I joined. I am the only female and African American, but I just interviewed another African American student to be my intern this fall, and everyone is on board to have her in August!!

One last thing, I found a really cool website called "Storify" in which you can create a sharable article or topic timeline based on social content from every social media site. I thought it would be really cool to challenge students to use it during election season to go along with their stories or as a follow up. Here's the first one that I made for this conference that we attended: <https://storify.com/AlphaVu/aptarail16>. It can be as long or short as they want it!

Thank you for everything. There's really not a week that goes by where I don't think about something class related! Plus, after a good 15 interviews, most leading to offers, I realized that people were surprised by my work, diversity and industry knowledge. Other grads were not as prepared!

Hope to hear from you soon :)

Best,

**Bianca L. Burns**

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