



FOR YOUTH DEVELOPMENT®
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YOUTH DEVELOPMENT

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Riverfront YMCA Marketing Intern

In February of 2013, I started working at the Riverfront YMCA as a marketing intern. Through this, I learned many real-world and business-related lessons.

I learned the importance of branding and a brand having its own identity. All YMCA printed materials have guidelines in order to make everything look uniform. I've come to find that I really like the branding guidelines and this is something I'm interested in and could possibly make a career out of. This experience helped to solidify my interest in the marketing and business field.

Halfway through my internship, there was an opening for a Member Service Representative. I was then offered that position in the beginning of April. I quickly jumped at the opportunity, not only for the additional hours, but also the additional experience.

This experience has taught me even more about customer service, which is a vital skill in the business world. I plan to take these skills with me to Bowling Green State University this fall.

