

Choosing

the right

Career Field



Placement Case Study



Lizzie Argirou (Birmingham University, UK)

Career Field: **Marketing** | Location: **United Kingdom**

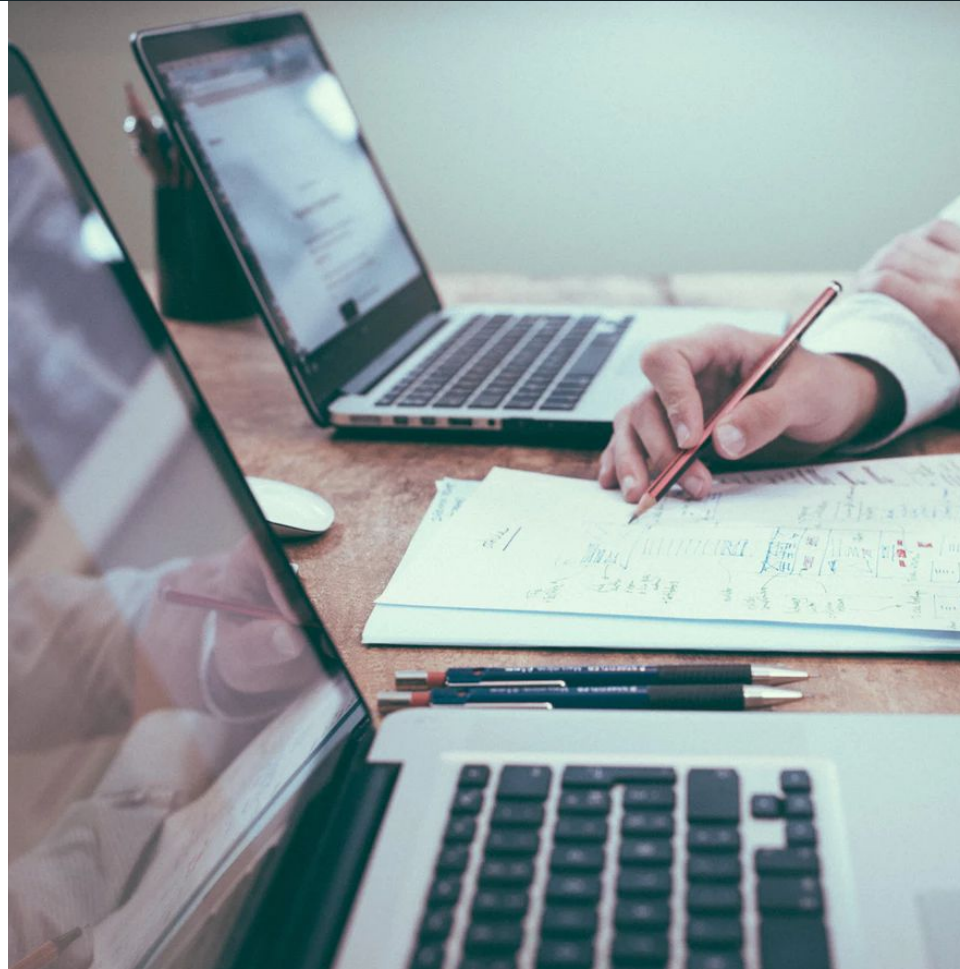
Lizzie was placed with Xarista Ltd, a tech company able to tailor consumer access to certain websites. Lizzie worked on their first product, the Vegan Filter, assisting with industry specific press releases, content creation and researching relevant awards which all helped in getting the product used by a major supermarket.

Placement Case Study

Gideon Caturla (Queensland University of
Technology, Australia)

Career Field: **Legal** | Location: **California, USA**

Gideon was placed with Partners Law Group in California and worked on projects centered around forming partnerships and strategic alliances, alongside additional projects on patent and trademark docket strategy.



Placement Case Study



Sahar Shabani (Queen Mary University, UK)

Career Field: **Non-Profit** | Location: **Thailand**

Sahar was placed in a charity operating in the UK and in Thailand called the Karen Hilltribes Trust – helping Karen hilltribe people from the poorest province in Thailand. Sahar was tasked with creating and planning a new fundraising outreach plan for a recently started arm of the charity focusing on child education.



"I learnt how to prioritise my time and effort, and how to make the most out of contact time with my manager. These are skills I have used time and again through my subsequent career as a consultant."

CHRIS PERCY, STRATEGY CONSULTANT, Former Virtual Intern



"My virtual interning has allowed me to take advantage of opportunities in places I could never visit and meet people that will help me achieve my goals in life."

JULIA WAINWRIGHT, JUNE 2018, DENISON UNIVERSITY

"The coaching provided by VI helped me to approach work at a professional, interpersonal and proficient communicative level. After my internship was finished, I was much more confident with my own professional abilities and my knowledge of the industry. I highly recommend Virtual Internships to any student who needs that kick to begin their career."

Brisbane University Student

"I think the internship was great as it gave me a sense of what is expected in a real job. (I learned) it's up to me to manage myself and make a contribution in that environment"

University of Adelaide Student



18 Internship Career Fields



Business



Entrepreneurship
& Startup



Hospitality,
Tourism, & Events



Marketing



Computer
Science & IT



Finance



International Dev,
NGOs, Charities



Media, Comms,
& Publishing



Creative, Design,
& Fashion



Green Tech,
Sustainability, &
Environment



Legal



Real Estate



Engineering



Healthcare &
Pharmaceuticals



Logistics &
Supply Chain



Urban Planning &
Architecture



Health, Wellness,
& Sports Mgmt



Recruitment
& HR

Business



10% 
are Large Companies or
International Corporations

50% 
are Small and Medium-sized
Enterprises

40% 
are Start-up &
Entrepreneurial Companies

Skills You'll Learn and Apply During A Business Internship

- Business Development
- Business Proposal Support
- Business Reporting
- Client relations and support
- Competitor analysis
- Conflict Management
- Creating Presentation Materials
- Data Analysis
- Exposure to CRM systems
- Facilitation and Presentation Delivery Skills
- Lead Generation & Sourcing
- Market Research / Market Analysis
- Negotiation
- Project Management

Host Company and Project Examples

Global company supporting intellectual property support for companies in emerging markets

International Business Relations Intern supporting ad-hoc research concerning service offerings and clients, collecting survey data, and helping collate business dev materials, drafting articles, helping with client segmentations.

Company focused on constructive hardware including manufacturing and distribution

Business Analyst Intern working you across business and technical teams to apply creativity and expertise to solve challenging business problems. Work with an agile mindset across business areas to review candidate processes and identify potential gaps.

Japanese start-up providing a relevant database on emerging start-up & consultation services

Data Analysis Intern creating customized data analytics reports about market trends, new technologies, investment and partnerships trends in the industry our clients are interested in.

Computer Science & IT

15% 

are Large Companies or
International Corporations

40% 

are Small and Medium-sized
Enterprises

45% 

are Start-up &
Entrepreneurial Companies



Skills You'll Learn and Apply During A Computer Science & IT Internship

- App Development
- Clearly articulate complex concepts
- Consumer Experience
- Data Modelling
- Hardware Development
- MySql
- Problem Solving
- Programming & Coding (Java, C++, Python, etc)
- Project Management
- Software Development
- Testing and QA
- UX/UI Design
- Working With Large Data Sets

Host Company and Project Examples

Scandinavian company focused on digital image editing and development

Medium enterprise focused on using a platform to connect massage therapist with clients

Start-up delivering an online creative suite featuring paint, tunes, video, and more

Machine Learning & Algorithm Intern

adapting key algorithms to real word applications, such as intelligent surveillance, ADAS/AD, natural language processing, and large-scale speech recognition.

Backend-Developer

writing clean, testable code to build customer-facing web and mobile applications.

UI/UX Intern

assisting in creating brand guidelines for company app and creating the document layouts based on them (e.g., contract layout) to make sure brand unity in the company's external and internal communication.

Creative, Design, & Fashion



10%



are Large Companies or
International Corporations

65%



are Small and Medium-sized
Enterprises

25%



are Start-up &
Entrepreneurial Companies

Skills You'll Learn and Apply During A Creative Internship

- Brand Management
- Business Development
- Client relations and support
- Creating Templates or Mock-Ups
- Creative Design - Photoshop
- Develop creative briefs based on client needs
- Developing Proposals
- Fashion Marketing or Merchandising
- Front-end Website Design
- Illustrator
- Logo Creation
- Pattern making
- Prototyping
- Reviewing Brand Guidelines
- Social Media Marketing
- Sourcing

Host Company and Project Examples

Creative Agency supporting marketing, product development and data

Digital Design Intern creating fully digital designed packages including: From wireframes, colors, fonts, presentation, social media creatives, newsletter design, etc.

South Korean creative firm that offers, sells and distributes digital content through digital signage.

Graphic Design Intern creating and designing art and cultural contents about local cities and regions For example: Creating character contents that symbolizes Eiffel tower.

Digital and print fashion magazine based in the US

Fashion Contributor Intern working closely with the Executive Team ensures that readers are consistently provided with relevant fashion related content and to grow the fashion department.

Engineering

20% 

are Large Companies or
International Corporations

35% 

are Small and Medium-sized
Enterprises

45% 

are Start-up &
Entrepreneurial Companies



Skills You'll Learn and Apply During an Engineering Internship

- Back End Software Development
- CAD Design & Modelling
- Data Modelling
- Edit Technical Reports
- Feasibility Study and Evaluation
- Front End Software Development
- Project Management
- Prototyping
- Research & Development
- Research Regulations & Standards
- System Design & Analysis
- Testing and QA
- Use Data and Facts to Solve Problems
- User Journey Flow
- Working With Large Data Sets

Host Company and Project Examples

Engineering firm focused on robotics in retails and marketing

Robotics Intern building rapid research experiments and proofs-of-concept to demonstrate the feasibility of a goal.

Start-up developing future prototypes for mass transit

Mechanical engineering intern developing mechanical hardware designs using CAD tools and generating thorough documentation, including design review slides, analysis reports, fabrication & assembly drawings, assembly and test procedures, etc.

International corporation manufacturing products for heating, cooling, water & waste management.

UI/UX Intern assisting in creating brand guidelines for company app and creating the document layouts based on them (e.g., contract layout) to make sure brand unity in the company's external and internal communication.

Entrepreneurship & Startups



40% 

Focus on Technology

30% 

Focus on Creative Industries

30% 

Focus on Business and
Support Services

Skills You'll Learn and Apply During a Entrepreneurship & Startup Internship

- Branding
- Building Mission Statements
- Business Development
- Business Proposal Support
- Client Relations and Support
- Competitor Analysis
- Data Analysis & Business Reporting
- Exposure to CRM systems
- Fundraising and Investor Relations
- Leadership/Management skills
- Market Research
- Networking
- Problem Solving
- Social Media marketing
- Strategic Planning
- Facilitation and Presentation Delivery Skills

Host Company and Project Examples

Startup developing an app to monitor beverage stock at restaurants

Business Development Intern supporting the needs of Director of Business Development, and Proposal Manager with duties as assigned such a proposal and presentations.

Recruitment startup focused on matching individual consultants to large global projects

Content Development Intern creating website and marketing content for outreach and candidate sourcing.

Art sourcer and trader meeting the needs of the everyday consumer

Product Intern working closely with the procurement team to source and vet potential artists to showcase.

Finance

10% 

are Large Companies or
International Corporations

40% 

are Small and Medium-sized
Enterprises

50% 

are Start-up &
Entrepreneurial Companies



Skills You'll Learn and Apply During a Finance Internship

- B2C sales
- Clearly Articulate Complex Concepts
- Client Relations and Support
- Commercial Awareness
- Data Analysis & Business Reporting
- Data Entry
- Facilitation and Presentation Delivery Skills
- Financial Modelling
- Financial Reporting & Forecasting
- Invoice Processing
- Market Research / Market Analysis
- Negotiation
- Presentation Skills
- Process of Conducting Audits

Host Company and Project Examples

Investment company focused on identifying and investing in compelling early-stage businesses with an Asia focus

Financial Research Intern providing comprehensive research reports on potential investments or key international markets.

Large tax firm focused on support for expats within the UK.

Accountant Assistant supporting customer accounts and processing as well as data administration support for accounts receivable.

Supporting an international accounting firm with research and analysis

Finance Intern assisting in compiling quantitative and qualitative research for various projects and ideas our firm is working on. You will work with the managing partner and receive direct feedback.

Green Tech, Sustainability & Environmental Placements



5%



are Large Companies or
International Corporations

35%



are Small and Medium-sized
Enterprises

60%



are Start-up &
Entrepreneurial Companies

Skills You'll Learn and Apply During A Green Tech, Sustainability & Environ Internship

- Business Development
- Campaigning
- Client Relations and Support
- Lobbying
- Market research
- Marketing Strategy (to market green products)
- Product Design
- Product Marketing
- Product Testing
- Project Management
- Research and Analysis
- Research Regulations & Standards
- Technical Support

Host Company and Project Examples

Start-up offering an AI supported digital platform to track, document and reduce waste effectively.

Research Intern compiling sustainability reports on various industries and markets to support content development and outreach.

Educational company creating learning opportunities through interactive, educational field trips focused on the environment and nature.

Content Development Intern creating a narrative around the experience and outcomes to translate to potential customers and investors.

Leading Asian Non-profit Policy Research Institute focused on clean energy

Policy Intern working research and development teams draftings policies and external outreach.

Health, Wellness, & Sports Management

5%



are Large Companies or
International Corporations

55%



are Small and Medium-sized
Enterprises

40%



are Start-up &
Entrepreneurial Companies



Skills You'll Learn and Apply During a Health, Wellness, & Sports Mgmt Internship

- Account Management
- Building Brand Awareness
- Business Development
- Client Relations and Support
- Event Management
- Market research
- Marketing and Promotion
- Product Design
- Project Management
- Research and analysis
- Research Regulations & Standards
- Social Media Marketing
- Stakeholder Support Plans
- Technical Support

Host Company and Project Examples

Vietnamese Sports Clothing Store and Online Platform

Marketing Intern supporting the online sales department in reaching target markets and developing A/B testing for content and outreach.

UK Health and Wellness Site focusing on Strong Content and Product Promotion

Social Media Intern creating a content calendar to post new blogs, tweets, and images well developing some personal and external content.

International workout equipment company focused on live group trainings

Data Analysis Intern working alongside the technology department to review market trends and create internal reports on process efficiencies and scope for improvements

Healthcare & Pharmaceutical Placements



30% 
are Large Companies or
International Corporations

50% 
are Small and Medium-sized
Enterprises

20% 
are Start-up &
Entrepreneurial Companies

Skills You'll Learn and Apply During a Healthcare & Pharmaceutical Internship

- Academic Research
- Administrative Operations
- Business Development
- Content Creation
- Customer Service / Bedside Manner
- Data Analysis
- Data Entry and File management
- Editing Publications
- Exposure to Patient Management Systems
- Research & Development
- Research Regulations & Standards
- Website Management

Host Company and Project Examples

International Life Science Company focused on healthcare and agriculture

Medical Writing Intern supporting editing and review of content and technical expertise delivered by regional project teams.

Medium-sized Pharmaceutical company

Marketing Intern developing data analysis reports to understand the growth drivers of the category and build recommendations to develop our market share in pharmacy and parapharmacy

Large company delivering a healthcare focused start-up incubator

Digital Health Intern support in marketing and recruitment of start-ups to the upcoming application phase and co-developing digital products and process solutions.

Hospitality, Events, & Tourism

10% 

are Large Companies or
International Corporations

40% 

are Small and Medium-sized
Enterprises

50% 

are Start-up &
Entrepreneurial Companies



Skills You'll Learn and Apply During a Hospitality, Events, & Tourism Internship

- Account Management
- Business Development
- Client relations and support
- Communication
- Content Creation
- Databases/Reservation System
- Event Management
- Marketing & Promotion
- Problem Solving
- Proofreading contracts & policies
- Public Relations/Building your Brand
- Vendor Sourcing
- Virtual Event Delivery and Coordination

Host Company and Project Examples

Experiential tour company focused on wellness retreats

Digital Marketing Intern delivering website and social media updates as well curating custom content to drive traffic and new customers.

Technology company focused on customer service platforms for Hotels

Market Research Intern supporting data analytics of business trends and creating reports for marketing suggestions and identification of appropriate channels for the B2B market.

Start-up travel website focused on off-season and sustainable travel

Content Development Intern curating and editing blogs, videos, and images for destination spotlights. Intern will show a passion for travel translating unique destinations and opportunities into strong content.

International Development, NGOs, & Charity Placements



5%



are Large Companies or
International Corporations

45%



are Small and Medium-sized
Enterprises

50%



are Start-up &
Entrepreneurial Companies

Skills You'll Learn and Apply During a International Development, NGOs, & Charity Internship

- Client relations and support
- Community Outreach
- Content creation- e.g. press releases, blogs
- Country-Specific Policies and Laws
- Curriculum Development
- Data Analysis
- Event Planning
- Grant Proposals
- Marketing & Public Relations
- Project Management
- Report writing for donors
- Research & Analysis
- Stakeholder Support Plans
- Volunteer Management
- Written & Oral Communication

Host Company and Project Examples

National non-profit focused on Refugee Support

Workforce Development Intern assisting in the creation of tools to support resume and cover letter writing, as well as other employment curriculum and resources for refugees.

Local Chamber for Commerce

Marketing Intern developing website content and bi-weekly newsletters to share the current programming and success with potential local businesses.

UK non-profit using e-learning to support volunteers and students

Volunteer Assistant developing materials for engaging more volunteers in giving their time online to support the initiative. Support will be focused on recruitment, training, and retention of volunteers.

Legal

40% 

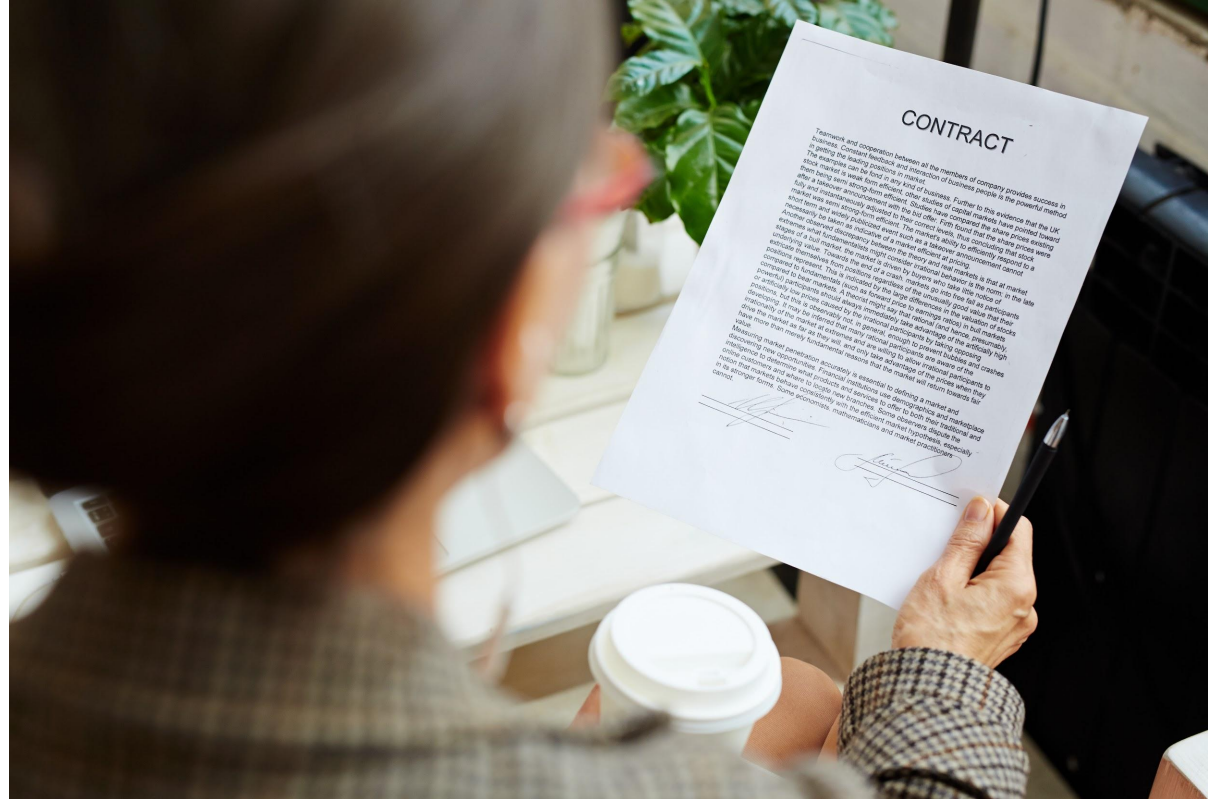
are Large Companies or
International Corporations

40% 

are Small and Medium-sized
Enterprises

20% 

are Start-up &
Entrepreneurial Companies



Skills You'll Learn and Apply During a Legal Internship

- Account Management
- Assessing Claims
- Client Relations and Support
- Commercial Awareness
- Content Creation
- Contentious Negotiations / Application of the Law
- Country-Specific Policies and Laws
- Developing Arguments
- Due Diligence Activities
- Event Management
- Legal Document Drafting & Review
- Legal Research & Analysis
- Marketing & Promotion
- Oral and Written Communication
- Translating (if applicable)

Host Company and Project Examples

Boutique Law Firm specializing in Investment Funds, Real Estate & Venture Capital

Corporate Law Intern assisting the legal team and our clients in all stages of investments, from due diligence and legal analysis to portfolio management, conduct legal research, analysis and prepare reports.

Non-Profit supporting immigration law

Legal Intern researching country conditions and psycho-social services to support case work and clients. Some case management by updating case summaries, and tracking important court dates and deadlines.

Tech Startup focused on Monitoring Regulatory Law Changes in new Platform

Legal Consultant Intern curating and editing blogs, videos, and images for destination spotlights. Intern will show a passion for travel translating unique destinations and opportunities into strong content.

Logistics and Supply Chain Placements



30% 
are Large Companies or
International Corporations

40% 
are Small and Medium-sized
Enterprises

30% 
are Start-up &
Entrepreneurial Companies

Skills You'll Learn and Apply During a Logistics & Supply Chain Internship

- Account Management
- Business Development
- Business Operations
- Client relations and support
- Cost and/or Efficiency Analysis
- Databases for Sales Leads
- Industry Knowledge
- Inventory tracking
- Procurement process follow up
- Project Management
- Relationship Management
- Research & Analysis
- Streamlining Processes
- Vendor Sourcing

Host Company and Project Examples

International Corporation focused on the Global Branded Beverage Market

Global Logistics Intern connecting with various departments and leaders to assess information need and apply analytics and data to complex problems, helping to balance the need for sustainable answers and increased operational efficiency.

Local B2B Telecommunications Company

Supply Chain Intern creating and processing customer orders, work orders, shipping orders, and/or requisitions to determine items to be moved, gathered, or distributed and/or shipped for fulfillment of orders

Electric Car Manufacturer

Logistics Assistant providing ongoing analyses in areas such as transportation costs, parts procurement, back orders, or delivery processes.

Marketing

15% 

are Large Companies or
International Corporations

30% 

are Small and Medium-sized
Enterprises

55% 

are Start-up &
Entrepreneurial Companies



Skills You'll Learn and Apply During a Marketing Internship

- Account Management
- Brand awareness
- Business Proposal Support
- Buyer/User Needs
- Content Creation
- Copywriting - Website, Blog, Marketing
- Creating SWOT analysis
- Customer Segmentation
- Digital Marketing - Adwords, SEO, E-mail
- Exposure to CRM systems
- Market Research for Increased Sales
- Marketing Campaign Management
- Paid vs Organic Marketing
- Social Media Marketing

Host Company and Project Examples

Sustainable, Ethical and Vegan Fashion Brand

Marketing Intern brainstorming the ideas and then strategizing the same with the PR & Marketing head of the Company. Planning and Execution of the Marketing campaigns created as part of the overall marketing strategy.

Large Independent PR, Digital and Experiential Agency

Market Research Intern completing market analysis for a variety of clients in the APAC market- using both English and Chinese media sources.

International Language Educator

Digital Marketing Intern helping to improve the product and the website by sharing your ideas with the rest of the team. Learn from the current markets' customers (read reviews, feedback and by talking to them) to understand how to improve the value proposition (product, price, etc), and make recommendations to the head of marketing.

Media, Communications, & Publishing Placements



20%



are Large Companies or
International Corporations

40%



are Small and Medium-sized
Enterprises

40%



are Start-up &
Entrepreneurial Companies

Skills You'll Learn and Apply During a Media, Communications, & Publishing

- Client Relations and Support
- Content Development
- Content Research
- Content Reviewer
- Copywriting - Website
- Create media plan based on client needs
- Creative Design - Photoshop, Illustrator, InDesign
- Editing
- Facilitation and Presentation Delivery Skills
- Fact Checking
- Marketing
- Media and News Liaison
- Presentation
- Social Media Marketing
- Story/Blog Pitching
- Storytelling

Host Company and Project Examples

Boutique Marketing & Design Company

Graphic Design Intern executing and delivering high-quality designs based on client goals and contemporary design concepts. Collaborating with project team members and design leads to ensure creative direction is carried through a project lifecycle, from concept to product launch to client hand-off.

Large corporation supporting International supply chain management

Internal Communication Intern supporting the communications team in developing internal releases and monthly newsletter to support multiple departments

Large Company focused on Life Sciences

Media Intern assisting in identifying and developing news stories for the targeted region. Support in gathering appropriate materials, conducts preliminary phone interviews, and prepares relevant research for media pitches. Proactively engages media in media opportunities that align with company strategic goals.

Real Estate

30% 

are Large Companies or
International Corporations

40% 

are Small and Medium-sized
Enterprises

30% 

are Start-up &
Entrepreneurial Companies



Skills You'll Learn and Apply During a Real Estate Internship

- Business Development
- Claim Reviews and Submission
- Client Relations and Support
- Commercial awareness
- Data Management - listings, clients, etc
- Estimating Costs for Jobs
- Financial Analysis & Forecasting
- Listings Postings
- Project Management
- Research & Reporting
- Scheduling and Client Management
- Research Regulations & Standards
- Vendor Liaising with Commercial Properties

Host Company and Project Examples

International Property Management & Investment Company

Real Estate Intern analyze new opportunities e.g. preliminary valuation and highest and best use analysis. Assist with spec materials and finishes, including researching building science and means and methods.

Local Relocation Agency

Business Development Intern supporting B2B outreach and collateral development to engage new companies to utilize their services.

Medium-sized Real Estate Company

Real Estate Intern researching property ownership information, tenant information, demographics and sales comps. Assisting with the creation, review, and editing of marketing collateral.

Recruitment & HR Placements



35% 
are Large Companies or
International Corporations

40% 
are Small and Medium-sized
Enterprises

25% 
are Start-up &
Entrepreneurial Companies

Skills You'll Learn and Apply During a Recruitment & HR

- Applicant Tracking Systems
- Candidate Sourcing
- Client Relationship Management
- Corporate Social Responsibility
- Data Entry & Management
- Develop/organize Team building activities
- Hiring Management
- Learning & Development Facilitation
- Negotiations (Salary) / Development of benefit packages
- Resolving Workplace Conflict
- Research Regulations & Standards
- Write Job Descriptions

Host Company and Project Examples

International Corporation focused Media and Entertainment

HR Communications Intern

creating course contents for compliance and soft skills training classes, and Implementing training classes including digital content into the company's LMS for online use by employees.

Boutique Search Firm

Recruitment Intern assisting in recruitment efforts and campaigns and learn to source and match candidates to requirements. Assisting in entering, maintaining and updating candidate documentation and files.

Start-up dedicated to building Candidate E-portfolios to Connect with Jobs

Customer Service Intern building resources and templates to support troubleshooting and guidance for new candidates.

Urban Planning & Architecture

35% 

are Large Companies or
International Corporations

40% 

are Small and Medium-sized
Enterprises

25% 

are Start-up &
Entrepreneurial Companies



Skills You'll Learn and Apply During a Urban Planning & Architecture Internship

- Business Development
- CAD Design & Modeling
- Client Relations and Support
- Community Needs Assessment
- Copywriting - Website Blog
- Creating Presentation Materials
- Creative Design - Photoshop, Illustrator, InDesign
- Creative Writing
- Data Management - listings, clients, etc
- Financial Analysis & Forecasting
- Marketing
- Project Management
- Prototyping
- Research & Reporting
- Review architectural plans and specifications for accuracy
- User Journey Flow
- UX/UI Design

Host Company and Project Examples

Boutique Architecture Firm

Business Intern supporting the marketing and communications department in creating custom content and marketing collateral.

Large Facilities Management Company

Planning Intern assisting in the design and documentation on a variety of projects in collaboration with the design development team by producing drawings and sketches of the projects at hand and by documenting venues across all facilities.

Large Multinational Architecture Firm

Architecture Intern developing preliminary and detailed-design concepts, producing contract documents, and develop knowledge of the technical and building code requirements of the profession.



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