



Katie Smirnova



School: San Jose State
Major: Marketing
In: The work force
[graduated]
Internship: Marketing/HR

Katie's Hobbies:
"I love hiking and painting. I haven't done those two at the same time, but maybe one day!"

What interests you about your particular major or industry?

Marketing always struck me as a good mix of creativity and strategy. I have always had an interest in how people interpret information and what leads them to become interested in a service or product.

Was your first field visit any different than you had expected?

I was surprised at how small the on-sites can be. I learned that this was thanks to Charge's efforts to keep their sites clean and efficient. Visiting the Aldyl-A project in downtown Walnut Creek was fairly fast-paced but informative!

What drew you to accept an internship at Charge?

I wanted to join a company while it was still working on establishing a strong on-

line presence, and I wanted to be in the room where marketing strategy conversations happen. I was also interested in the HR opportunities Charge extended to me.

What Charge Internship project are you most excited about?

I am most excited about creating content for Charge's online platforms, and being able to try HR initiatives for the first time. Charge is at a rapidly changing spot internally right now, so it's intriguing to be in the middle of it.

What skill(s) do you hope to refine during your internship at Charge?

I hope to refine my technical writing skills, my graphic design skills, and also gain experience using collaborative tools such as Google Analytics for online platforms.