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Internship: Marketing



What brought you to Charge? How did you see it fit into your professional goals?

I found out about Charge through a family friend who oversees operations for VPI and EXC divisions. What prompted me to pursue the marketing position specifically is I had heard that Charge conducted honest business, maintaining relationships with partners from companies that my close friends work for. This is a virtue I want to carry on with my own professional journey.

Describe your onboarding process and one of the projects you are working on.

My onboarding processes felt like such a warm welcome. Everyone in both the Sacramento and Concord offices at all levels have been willing to always lend a helping hand. The guidance of my mentor has allowed me to hit the ground running without hesitation. She has put me in the center of every department to get the most out of my experience possible.

What skill(s) do you hope to improve over your internship period?

I hope to improve some of my editing skills through platforms like Microsoft Word and Canva, producing written/visual content that is focused and polished for the corporate space. Not only this, but I look forward to applying online and in-person communication skills learned in college to a professional work environment, collaborating on various projects.

What is something you admire about Charge as well, as your internship so far?

Something that I admire about my internship so far is the trust that many of my colleagues have put in me. It has allowed me to work within a schedule that fits my lifestyle and overall feel as if I'm making great strides for my department being behind firsthand results on social media engagement and promotional feedback. On top of all that I feel very well accommodated with the tools to get the job done right, from access to editing software and even a personal laptop.

What is the next step after your internship is over?

My next step after my internship is to maintain the relationships made during my stay at Charge with its employees and partners. Based on my experience I can see myself working in this wonderful industry from a marketing aspect as it feels like there is so much potential for myself. This comes as an almost comedic shock being that I never saw myself thinking this way about infrastructure prior.