

INTERN WALL of FAME



Cali Sullivan

Major: Communication – Public Relations

Minor: Business Administration

Communications/Marketing Intern

Darien Lake, Olean, NY

Interning at an amusement park has been nothing short of an exciting experience. The business knowledge I have gained while working at Six Flags Darien Lake is more than I could have hoped for. As a public relations major and business administration minor, this internship has helped me grow in both areas and I feel more confident in pursuing a full-time position whether it be public relations or marketing.

I began interning at Six Flags Darien Lake in May as their Corporate Sponsor Intern and moved into the position of Marketing and Communications Intern in the fall. Being fortunate enough to have two similar, yet challenging internship positions has helped me not only reach my career goals but has opened new doors for me. A few job responsibilities I had included working with our corporate office to effectively and correctly activate the sponsorship programs and events, updating and creating content for the Darien Lake website, answering guest questions and concerns on Facebook through Sprout Social, and assisting in coordinating Darien Lake's marketing research team. With all the responsibilities I had, I have learned many new skills while improving upon skills I already have.

One of the most important skills I have learned is how to properly communicate depending on my audience. With speaking with corporate managers, I have learned how to approach conversations with a more professional attitude. With speaking with guests, I have learned how to be sincere and genuine to their complaints. Creating strong organizational habits has been a skill that I was able to build upon. Since I had many different job duties, I had to stay extremely organized with different due dates and paperwork. Creating excel worksheets, labeling folders,

and having a readable calendar have made my job much easier. My writing skills have also advanced as I had to get creative with content I posted to the website.

One great aspect of this internship is that I get to frequently assist guests in any questions or concerns they may have. I have worked hard to learn about all of the different memberships and programs that not only Darien Lake offers, but what Six Flags offers as well. I do hope that I positively impacted many people and provided them with a better experience at the park.