

Jonathan Monje

ENC 4942

Self-Evaluation

The Dali – Internship Reflection

My time at The Dali was an incredibly satisfying and very enriching experience. I applied for the internship program being a fan of Salvador Dali art and understanding the museums reputation as a progressive organization that pushed many of the same motives and themes that I believed in when it came to a profession. Once I was accepted into the program as a marketing intern, my initial thought was that I might not be able to apply most of the skills and knowledge gained throughout my college courses into a different field, and that I might be stuck figuring out everything on my own. What I found was an organization that worked together on all fronts. An office space where team work and communication held it all together, and a professional team that masterfully blend creativity with innovation. From holding a special collections library, a vast database with various tools and information, and a great working environment, The Dali is a fantastic place to work given the valuable assets you have to utilize.

From doing intensive research on surrealism and Salvador Dali's work, I began to find inspiration and a fondness from the content that I worked with. I felt a sort of ambition to work hard as the office space promoted a positive working environment. From the volunteers to the managers and everything in-between, there is an essence of pride those who put their time in carry. It was because the building carried more than just beautiful and mesmerizing art pieces, The Dali carries the idea of using art as a tool to inspiring people, motivation the see the world through a surreal lens, pushing for a more progressive and positive impact on the community. This is what set's the organization apart from the rest.

Speaking on team work and communication, I specifically acknowledged these terms because no one truly held one specific job here. In fact, I noticed that many people within The Dali helped each other out depending on the given task at hand which might not be something you see at every business. And this might have been the biggest lesson for me; Though I came in with certain skills that I utilized throughout the internship, I was constantly also working on assignments given by other departments. For example, I was given an assignment to conduct an inventory/customer audit that involved using the Microsoft excel program. Being an English major, I was taken back by the site of an application that wasn't word doc. Yet through trial and error, and help from my subordinates, (teamwork and communication) I was able to complete the task without a hitch. This was just one of many encounters I had that provided the opportunity to broaden my horizons on work outside of my degree and prior experience. Being able to adapt on the job has proven to be an asset every professional requires.

Looking at my daily tasks and projects, each afternoon I would come in and immediately check my email for any recent assignments that came my way. Typically, I would have a project that I would continue to work on while also taking on shorter task that could be completed that day. One assignment worth mentioning which became an ongoing project for about two months

was the Salvador Dali timeline I created. What I loved about this project was that it allowed me to not only create a useful tool that could be used as a reference document for marketing and public relations efforts, but I also had the opportunity to research and study the entire life of Salvador Dali. This information helped me better understand the organizations at its core being that most of the practices and underlying themes always came back to Salvador Dali, or at least came back to a theory, pursuit, or artistic expression found in surrealism.

Another project (projects) I would like to discuss involved the InnovationLabs at The Dali. Prior to these assignments I had no idea what an innovation lab was, but after further research I was happily surprised to find a recent boom in companies and groups that had cultivated this idea of “helping others/companies progress” through both interior and exterior issues. Most innovation labs offered group classes that helped tackle everyday issues through some creative or optimal approach. InnovationLabs at The Dali stands out among the rest because the problem-solving courses would tie back to Dali himself or even just use an artistic method of his and implement that into problem solving. My assignments involved tasks such as researching other InnovationLabs and doing comparative analysis, finding different conferences that we could potentially use to help push/market InnovationLabs, coming up with different brand strategies, and giving my own insight or reflection on specific aspects or idea’s towards InnovationLabs. After working on this project, I felt extremely inspired to get into this industry. I think innovation labs can be an essential tool to most companies. Being that I push for a career with a progressive mindset, innovation labs have potential to help show companies how to solve issues outside of traditional techniques or even help push an organization into a more modern/progressive environment.

One piece of advice I would tell anyone looking into an internship, find a company you truly believe in, no matter the industry or pay rate. Working for something you believe in will not only offer gratification in your work but will also push you to do your best. Keep an open mindset! What I wish I had known going into this internship was just that. In fact, marketing wasn’t what I thought it would be. Coming from an English major, I knew that marketing and public relations utilized the same skills and knowledge that I gathered during my studies, but I also felt discouraged from the business aspect. To my surprise, marketing embodied a lot more than just numbers and analytics. I now have an appreciation for the marketing and public relations industry seeing the broad array of what task fall under working with The Dali has shown me that even a major company that reaches out to audiences around the world can still operate with only the best intentions for its customers and the surrounding community. My time here was filled with many instants of gratification and full-hearted acknowledgment for respect towards the arts and the progressive footprint it can leave. Even working within the business sector one can still work within a creative sphere. Work that inspires people to see the world differently, pushes creativity and a progressive mindset, and overall gives back to the people. This is the kind of career I’m pursuing.

Word Count

- Illustrated Life Timeline (**format did not transfer to PDF correctly**) – **8513**
- Child Psychology Learning Patterns – **626**
- Edu. Branding Museums – **729**
- Edu. Branding Acc. - **614**
- Edu. Branding Plan – **4290**
- Instagram Highlights - **720**
- Importance of Art - **747**
- Museum Day Market Research - **699**
- Membership Coll. Audit - **413**
- InnovationLabs Prospects - **1716**

Total Word Count – **14,777**