



Internship Brief
Gina Peng
Art 293
Fall 2017

Total Hours Worked:
142

Instructor:
Chris Gargiulo

Company:
Urban Pacific Communications

Supervisor:
Lacy Matsumoto

Reflection

In Fall 2017, I interned in Urban Pacific Communications at the ROC Center in Chinatown. Urban Pacific Communications is a small business firm in Honolulu which specializes in social media, marketing, and public relations.

My internship supervisor was Lacy Matsumoto, the Senior Executive Partner of Urban Pacific Communications. She gave me helpful design suggestions and feedback while I was working on my projects.

Designing graphics for social media was a new experience for me and I learned a lot about social marketing. Commercial filming was also another great experience because I had never tried it before. Overall, I had an enjoyable working experience and I would recommend this internship to students who are interested in social media marketing.

Strengths & Weaknesses

My strength is my willingness to learn new things and my weaknesses are time management and the ability to think creatively.



Work


The work that I did consists of social media graphics, commercial filming, and logo & website design. Projects that I have done include social media graphics for Collections of Waikiki, infographics for Urban Pacific Communications, make layout changes for the website for Chinese Chamber Of Commerce of Hawaii, commercial filming for Waikiki Yokocho, and create a logo and website for LIVE HI WELL.

Ultimately, I felt I could have done better in some projects because I lacked in inspiration.

Collections of Waikiki social media graphics / info-graphics for Urban Pacific Communications


DID YOU KNOW?

 Food is one of the highest  'd posts in

 **HAWAII?**

Top 5 Most Liked Instagram Hawaii Food Accounts

Account	Followers	Likes per post
@hawalibestkitchens	105k	2000+
@wowwowlemonade	35.9k	1,200+
@viagettohawaii	10.2k	300+
@bananbowls	16.6k	500+
@eatthastreet	47.1k	700+







CHINESE CHAMBER OF
COMMERCE OF HAWAII
夏威夷中華總商會

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PERPETUATING CHINESE HISTORY IN HONOLULU SINCE 1911

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THE FOUNDATION

Chinatown Vision & Training Center

The foundation was created as a non-profit to provide members of all ages the opportunity to further their professional growth.

Workshops, luncheons, networking events, and special events. Whether you'd like to be a featured speaker, volunteer, or attendee, visit us to learn more.

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YOUNG PROFESSIONALS

Designed for the next generation, the YOUNG PROFESSIONALS is a group of members ages 21 to 30. Curated to provide the younger professionals with the opportunity to network within their own demographic, while forging relationships to last a lifetime. Networking events will be held throughout the year.

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NARCISSUS FESTIVAL

Narcissus Queen Pageant

The colorful pageantry that has come to symbolize the annual Narcissus Festival had its simple beginnings in the year 1950. The Chinese Chamber of Commerce initially organized the event to preserve and showcase Chinese art and culture, while promoting commerce at a time when political turmoil in Asia was hindering trade in Hawaii.

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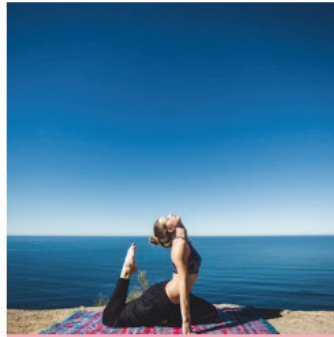
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