

# INTERNSHIP EXPERIENCE

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## Retrospective Report

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Web Developer

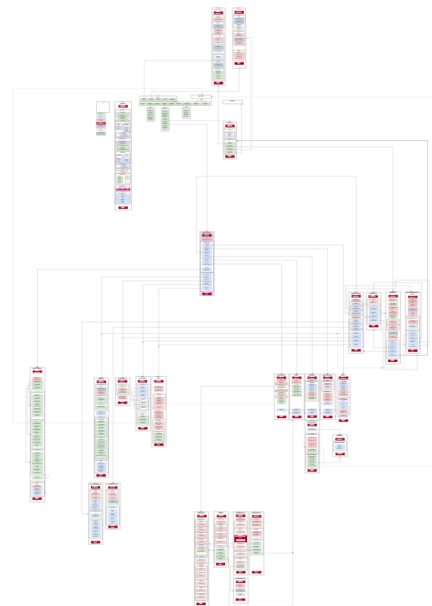
Fresno State Student Housing

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## Organizational Information

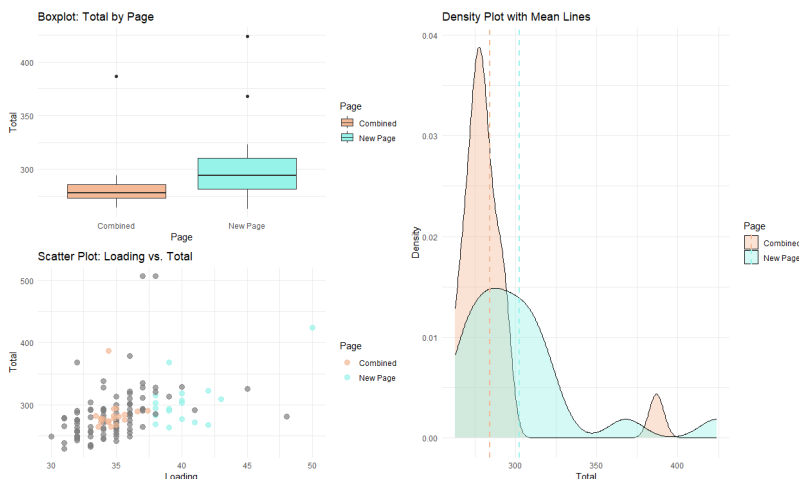
I served as a Web Developer intern within the Marketing Department at Fresno State Student Housing, supervised by Anthony in Marketing with additional oversight from Housing directors such as Michele Dunlap. The marketing team consists of five members: a digital designer, a social media marketer, an assistant manager, and our supervisor. My role focused primarily on website maintenance, development, and optimization but expanded to include maintaining and creating digital signage solutions, conducting SEO analysis, and developing automated solutions for various business processes. The position offered significant autonomy in identifying and implementing technical solutions while collaborating across departments to address multiple organizational needs. As one of Central Valley's largest student housing providers, Fresno State Housing maintains a significant web presence that directly impacts student experience and operational efficiency.



## Smart Objectives

During my internship, I achieved three significant SMART objectives,

demonstrating technical capability and business value.



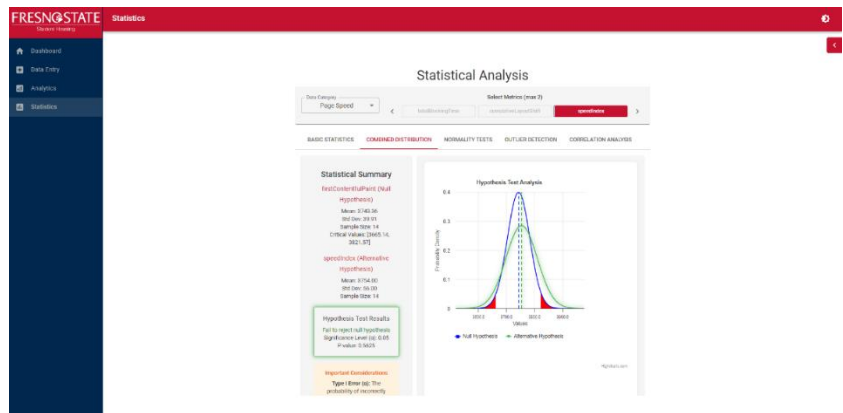
The first objective focused on website topology enhancement, where I applied systems analysis concepts using UML and WND models to analyze and improve site structure. This

resulted in successfully consolidating five safety-related pages into one

comprehensive page while maintaining performance standards and establishing a proven methodology for future site optimization.

The second objective addressed SEO performance, where I discovered and resolved critical issues, including illegitimate backlinks, significantly improving our keyword rankings and site credibility.

This part has been incredibly challenging in determining if the changes made had any significant



impact, especially given that our overall SEO is remarkably high. Given this, my main objective and focus here shifted to building this platform to allow us to more easily enter tracked metrics daily and automatically so that we can see trends and test hypothesized metrics more clearly given the minimal differences adjustments make.

The third objective, concerning site load speed, culminated in developing this automated testing framework that drastically reduced daily data entry time from an hour to under a minute while providing comprehensive performance analytics. This allowed me to intertwine both objectives and consolidate efforts into one clear path, allowing me to provide this platform as a solution to other internal challenges to be addressed in the future. While this platform currently focuses on tracking site metrics and testing metrics, discussions are happening about expanding it to allow for the modular development of unavailable solutions. One such solution is student tenancy tracking for internal use, and another is an AI-driven automated blog writing application. Future potential projects will be built into this unified application, showcasing the efforts involved in planning and integrating business knowledge and acumen.

## Skills

My professional skills evolved significantly across three key areas. Digital Technology skills expanded through developing complex solutions using modern technologies like React, Firebase, and R for statistical analysis.

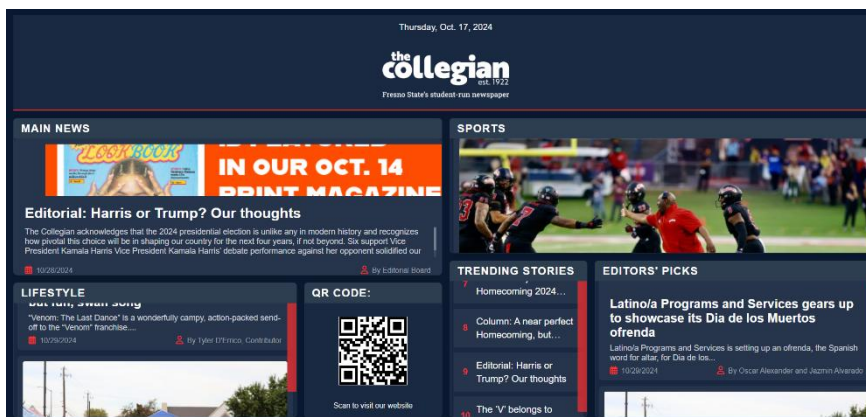
This technical growth was complemented by strengthened Critical Thinking abilities, particularly in addressing SEO challenges and developing digital solutions for website performance analysis, data aggregation, and future planning for a department student tenancy tracking system. Critical Thinking was also shown in handling the disavowal of illegitimate backlinks, integrating The Collegian into our digital signage, and providing internal solutions to various business processes and needs.

My integrated business knowledge grew by practically applying classroom concepts and demonstrating how technical solutions must align with broader business objectives and stakeholder needs. The development process enhanced my ability to evaluate and select appropriate technologies while maintaining scalability and performance.

## Impact

The internship's impact manifested across academic, organizational, and professional dimensions. Academically, I transformed theoretical knowledge into practical solutions, creating tools that solve current problems and serve as educational resources for future users.

Organizationally, my work improved efficiency through automation and enhanced site credibility through SEO optimization, with all improvements supported by detailed documentation for sustainability.



Professionally, the experience provided valuable insights into ethical technology implementation and stakeholder management while working across departments enhanced my communication skills and understanding of business needs.

These achievements were exemplified in projects like the dynamic digital signage pulling live news from The Collegian, demonstrating the practical application of technical skills for community benefit.

## Conclusions & Recommendations

This internship's most valuable takeaway is understanding how technical solutions must balance innovation with practical business needs. Creating automated systems and implementing statistical analysis frameworks showed me how theoretical knowledge can be transformed into tangible business value. This experience confirmed my interest in developing technical solutions that enhance organizational efficiency while maintaining ethical standards.

I recommend continuing the website consolidation efforts with the established statistical testing framework for the organization to ensure data-driven decision-making. The automated tools and documentation provided should help future student workers maintain and improve upon these systems. Additionally, vigilance over SEO practices will help preserve the site's improved credibility and rankings. These recommendations are based on my understanding of the organization's needs and my experience during the internship, and I believe they will contribute to the organization's continued growth and success.

Regarding the internship program, the level of autonomy allowed me to identify and address significant organizational needs while applying classroom knowledge. This freedom to innovate and supportive supervision created an ideal learning environment that balanced practical experience with professional growth.

This internship experience has reinforced my career aspirations in technical solutions development and education while highlighting the importance of considering business impact and ethical implications in all decisions. The skills developed and the lessons learned will prove invaluable as I continue my professional and educational journey.