

Bridging Academia and Industry: My Journey as a Content Specialist at Foundery Digital Marketing Group

My name is Avery Bridges, and I am in my fourth and last year at Western University, studying English Language and Literature in the Arts and Humanities Program. I did my internship through the Arts and Humanities Internship Program at [Foundery Digital Marketing Group](#) in London, Ontario as a Content Specialist Intern. My primary role at Foundery as a Content Specialist was to curate content for Foundery's clients that thoroughly integrated SEO best practices. Some of my responsibilities throughout my internship were writing blog posts, doing on-page optimization (OPO), creating social media content for Foundery itself, and publishing blogs and OPO updates on sites like WordPress and Wix.

What Foundery Taught Me About Myself

My internship at Foundery was not just a professional journey but also a profound period of personal growth. At the start, I was excited but admittedly uncertain about how my skills would translate into the fast-paced world of digital marketing. Over time, I realized my academic background and adaptability were not just assists but essential tools for success.

One of my biggest areas of growth was in communication and collaboration. Working in a team setting at Foundery required me to contribute ideas confidently while also being receptive to constructive feedback. This process taught me the value of clear communication and mutual respect, both of which are essential for successful teamwork.

Another area of personal growth came from developing a problem-solving mindset. Marketing often comes with unexpected challenges, whether its meeting shifting client expectations or revising strategies to improve SEO outcomes, tackling these challenges had-on helped me build resilience and the ability to think critically.

One of the most important aspects of my personal growth was taking a step back and taking my time on things. Instead of focusing on just getting things done, because clients had such specific expectations, working for Foundry taught me to take my time on tasks and projects to ensure my best work is put forward, not that I am getting everything done as fast as possible.

This internship not only equipped me with practical skills but also reinforced the importance of confidence, adaptability, and a more detail-oriented approach to my work. These personal developments will stay with me as I pursue future opportunities personally, academically, and professionally.

The Pleasant Environment at Foundry



The work culture at Foundry was one of the most rewarding aspects of my internship. The team was incredibly supportive, fostering a collaborative environment where learning was always encouraged. Regular team meetings allowed us to reflect on our progress, exchange ideas, ask questions, and stay informed about industry developments. Social activities like team lunches and game days also made the workplace engaging and fun, contributing to a strong sense of community. This was such a

pleasant surprise to me, as the stereotypes of office life are always that it is so dull and unfriendly, whereas Foundry was the complete opposite.



What truly set Foundry apart was its commitment to inclusivity and respect. Everyone's ideas were given a platform, regardless of their role or level of experience. The workplace dynamic encouraged innovation, and I felt compelled to contribute creatively without hesitation. This inclusivity extended the flexibility provided in balancing tasks, ensuring a healthy work-life balance that was refreshing and motivating.

Overall, the learning environment and work culture at Foundry provided a strong foundation for both personal and professional development. It was a space where I not only honed my skills but also felt deeply valued as a member of the team. The support and encouragement I received made this internship an experience that I will carry forward into future opportunities.

Advice for Future Interns

If you are considering applying to any the Arts and Humanities Internship Program at Western University, I cannot recommend it enough. My experiences through this program, particularly at Foundry Digital Marketing Group, were transformative both personally and professionally. If I had to give one piece of advice to anyone interested in the program, it's this: embrace every opportunity that comes your way. An internship is not just about fulfilling job responsibilities, it's a chance to grow, explore, and discover what excites you about your chosen field.



By saying yes to opportunities, whether it was taking on additional projects, sharing ideas in team meetings, or trying something out of my comfort zone, I

maximized the value of my internship. These experiences not only helped me build practical skills, but they also gave me confidence and clarity about my career path.

Western's program connects you to organizations that provide real-world, hands-on roles designed for growth. To make the most of it, step out of your comfort zone and actively seek ways to contribute beyond what is expected. Volunteer for that extra task, ask thoughtful questions, and most importantly, be open to feedback! Every opportunity, big or small, is a chance to learn and leave a lasting impression.

By embracing every opportunity, you'll gain more than professional experience—you'll gain the confidence, adaptability and connections that will set you apart in your career. So, dive in wholeheartedly, and let your internship be the launch to your future!