

TESTIMONIAL



Spring 2019

JCU Center for Career Services



My name is **Filippo Zallocco** and I am majoring in **Business Administration** at John Cabot University (Class of 2020). In Fall 2018, I enrolled in JCU's internship program, where I was given tips and advice on **how to best enter the job market**, especially when it comes to presenting a resume and cover letter. Thanks to JCU's career services, I found a **business operations-related internship** at **Impact Hub Roma**, an international co-working franchise. Through my daily tasks and responsibilities, I developed accounting analysis and sales skills and was able to improve my e-marketing abilities.

At Impact Hub Roma, I worked on **business budgeting** and **cash flow analysis** for a company in the food sector, as well as pointing out potential **competitors** and **partners** in the food market. Furthermore, I developed **sales skills**, such as identifying potential leads and briefly explaining Impact Hub Roma's core business and its services. Lately, I have also been **networking** with the business' advertising and communication experts to promote Impact Hub Roma on Bing search engine.

My internship at Impact Hub Roma has given me the confidence to pursue my future career goals. Sales, accounting, and e-marketing have led me to consider the role of Chief Marketing Officer (CMO) at a large corporation as a viable objective. This goal would have been much harder to set had I not customized my degree with business and marketing classes and enrolled in the university's internship program. I thoroughly recommend this internship to all Business and Marketing JCU students, as it can shape your interests and motivate you to keep seeking out different challenges. In other words, believe in what you could do more of, rather than what you could have done.

Filippo Zallocco