



**Angela Yepez**

# Learn About Angela Yepez

Summer Intern 2022

## Tell us a little about yourself!

I'm originally from Bethesda, Maryland, and I'm currently living in College Park, Maryland. I'm a rising senior at UMD, and I'll be starting my master's in Marketing Analytics in the fall. I've always been interested in client work and the nonprofit sector, so I was really excited about The Nonprofit Alliance coordinating internship opportunities for students in my area.

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## **Why did you choose Further for your internship?**

I chose Further because of the edge they have in digital marketing. I knew I would learn a lot about analytics, advertising, and client relationships from a technologically intelligent company. I also admired the fundraising work Further had done with several nonprofit organizations I'd heard about and respected a lot.

## **How well did your internship at Further match your expectations?**

My internship at Further exceeded my expectations. Every team member was so willing to help me learn, always taking time out of their days to walk me through new information and give me a thorough understanding of the company. I learned something new every day, and I was always excited to start a new task.

## **What new skills did you learn?**

I'm grateful for the exposure I got in analytics, privacy, and marketing strategy. I was taught how to use new digital advertising and analytics tools. I learned about the strategy behind planning ad campaigns and how to analyze internet traffic data to improve those campaigns. I also realized the importance of staying afloat of news in the digital marketing world as privacy becomes an increasingly relevant conversation. Beyond the hard skills, I learned how a successful team works as individuals and as a unit.

## **What do you think the next step is in your career after this experience?**

My time at Further made me feel motivated and excited about the field I chose to study. I'm looking forward to my fall internship, the time I have left at school, and the rest of my career. I'd love to get into consulting or digital marketing, and I'd love to work with

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nonprofits in the future. Further definitely helped me feel more prepared for my next professional experiences, whatever they might be.

## **Favorite way to eat potatoes?**

My favorite way to eat a potato is as an incredibly processed spicy chip.