Reasoning Mind | www.reasoningmind.org

- Stephanie Li (History, ELS, Studio Art, 2016)
- PRIME Fellow - Marketing Communications
- Full-time, 40 hours per week
- Paid

What do you do as an intern at this organization?
I created and implemented social media plans for Pinterest and Google+, conducted Search Engine Optimization and keyword research for web pages on our website, and wrote 21 blog posts to promote thought leadership on organization's blog. I also designed two landing pages for upcoming fundraising campaigns, collaborated with another fellow to develop the careers page of the website and design a mock-up for the website, wrote email copy of email campaign for fundraising initiatives, and worked with other fellows to create a competitors spreadsheet.

How did you find your internship?
Google search.

What do you enjoy most about your internship?
I loved having lots of autonomy for projects and initiatives that were important to the organization, and I loved being able to make a difference. Additionally, working in a nonprofit environment was really amazing, and there were plenty of opportunities to collaborate with other departments and people. All in all, a very exciting place to be!

What do you find challenging?
Getting up to speed with everything in the education reform and edtech sector.

What advice would you offer to someone who wants to make the most of an internship like yours?
1) Be prepared to work hard. The organization gives many challenging, important projects because they want you to do something worthwhile. 2) Ask many, many questions! 3) Take the initiative - tell them what you want/are looking for and they will absolutely do their best to make it happen! 4) Be prepared to learn new things, try new things, and do new things!

About the Organization
Reasoning Mind
Houston, TX

Reasoning Mind's mission is to provide a first-rate math education for every child. As a nonprofit organization, Reasoning Mind is not driven by a financial bottom line. Our bottom line is about student mastery of mathematics. It's an ambitious goal. But our rapid expansion in the last five years and the enthusiastic support of school and community leaders we’ve received proves it is not only possible but already happening in classrooms across the country.