Transcript

INTERNSHIPS

La Trobe Business School

David:   
*Student, La Trobe Business School*

When I first started here at Mad Scientist Digital, one of the projects they really handed over to me was the online hangouts, the live hangouts that they do. Being given such big responsibility of actually getting used to it, getting all the set up ready for Andrew just to walk in and click start. It’s helped me build on my skills that I’ve learnt at University and be more confident with those skills. It’s really increased my employability for future graduate roles.

Ian Hopkinson:   
*CEO, Mad Scientist Digital*

I’m Ian Hopkinson; I’m the CEO and founder of Mad Scientist Digital. This is something that, you know is a big thing for us. And in talking to La Trobe in the early days and putting the program together, it’s about the real world.

Rachel:   
*Student, La Trobe Business School*

Lately I’ve been coming in twice a week and I’ve been managing their social media platforms, I’ve been sitting in on meetings, I’ve been working closely with clients. I think it definitely helped me with the whole application process and interviewing and that sort of stuff. I find I probably won’t be as nervous applying for jobs, going for jobs, having interviews. What I’ve been learning at this internship has definitely helped me at Uni It’s definitely helped me with my assignments. I sort of see things differently.

Mtchell:  
*Student, La Trobe Business School*

I’m a marketing major at the Albury-Wodonga Campus. I come down here to do my internship at Mad Scientist Digital. For us, it’s learning about social marketing and methods to get out to their target audience. I’d like to think that I can come here and then hopefully be able to take that experience back home, back to the rural community, and share my skills there.

Stephen Singaraju:   
*Lecturer, Social Media Marketing, La Trobe Business School*

The internship program that we’ve organised for this subject, that is, Social Media and Relationship Marketing, is with Mad Scientist. Mad scientist offered us the opportunity to place students in the organisation for specific projects. They gain benefit by practical application of theory in a workplace setting.

Ian Hopkinson:   
*CEO, Mad Scientist Digital*

I think the one thing that I would like students to take away from their experience at Mad Scientist Digital is that this is actually a heavily creative space and is one that is changing very quickly. I think if you can take that into any work place situation, especially digital, then you’ll go far if you’ve got a positive attitude. And that’s definitely what we’ve got here at Mad Scientist Digital.