

## "What I Did On My Summer Vacation"

By Amanda Clancy, Intern

Newport Creative Communications



My name is Amanda Clancy and I'm about to begin my junior year at the University of Massachusetts at Dartmouth. My major is graphic design. I'm 19-years-old so, you might think I would be spending my summer traveling or just wasting my time at the beach like my friends are doing. One of them, in fact, went to California for a month, another to London. But not me. Even though my friends' vacations seemed fun and exciting, my vacation was even better - it was the experience of a lifetime.

What I did on my summer vacation was intern at Newport Creative Communications in Duxbury, Massachusetts. While I was working, I learned a lot about my future career in graphic design. I experienced what it was like to work as a team in a real advertising agency environment.

For example, one Senior Vice President, Bradford Mason, came up with a direct mail idea to promote Newport. The package was a triangular box with three juggling balls enclosed. The tagline was, "3 ways we can help you juggle your fundraising efforts...Creativity, Strategy, Results." Everyone in the agency from Bradford to the Creative Director, Bob, to even me, the intern, worked on the package to make it great. This experience will help me when I graduate and am in the working world at an agency like Newport. What a wonderful opportunity!

During my short stay there, I saw that Newport Creative Communications is an agency filled with genuinely talented employees.

They are extremely devoted to the success of their non-profit clients. Just one example of when I saw this was while working with Art Director, Alison Pearson, on a presentation for The Schomburg Center in New York City. The Center wanted to improve their fundraising efforts and get more youths to join their programs. Alison worked hard for a month on their direct mail packages. She stayed late and worked overtime for the organization. She was dedicated to impressing and showing them packages that would work well for them. When the Center saw these packages, they loved them all and wanted them to be printed immediately. Since I helped with the design, I'll have some professional, printed work in my portfolio, which will look great when I go on job interviews in the future.

Thanks to Newport's innovative approach, sound strategy, unique concepts and compelling designs, their non-profit clients benefit immeasurably. After enjoying such a memorable summer, I can't help but want to encourage you to give Newport Creative Communications the chance to contribute to your organization's success, the same way they did to mine.

Sincerely,

Amanda Clancy

P.S. I just found out that for a limited time, Newport Creative Communications is offering to create a new direct mail fundraising package for free for a select few non-profit organizations. I'd hurry if I were you to take advantage of this opportunity. For more details, contact John Pannell, Founder and President, at 781-934-1412 or [jpannell@newportcreative.com](mailto:jpannell@newportcreative.com).