

# PERSONAL SWOT ANALYSIS

[STUDENT NAME]

MARKETING, PRODUCT DEVELOPMENT, AND OPERATIONS INTERN  
EDUCATION WEEK

<h2>Strengths</h2> <ol style="list-style-type: none"><li>1. Strong grade point average – 3.91</li><li>2. Excellent writing skills</li><li>3. Experience from previous marketing internship</li><li>4. Good professional work ethic</li><li>5. Experience in social media networking for clients – LinkedIn, Twitter, and Facebook</li><li>6. Ability to learn quickly</li><li>7. Experience with students as tutor at Kumon</li></ol>	<h2>Weaknesses</h2> <ol style="list-style-type: none"><li>1. Limited work experience</li><li>2. Limited academic club/group activity</li><li>3. Little knowledge of Adobe InDesign, Photoshop, and CSS</li><li>4. Little to show for writing ability</li><li>5. Shyness – lack of impression at interview</li></ol>
<h2>Opportunities</h2> <ol style="list-style-type: none"><li>1. Match desired major and class level</li><li>2. Location is close by – travel is simple</li><li>3. Experience with certain duties employer expects me to be able to fulfill<ul style="list-style-type: none"><li>• data entry</li><li>• email marketing</li><li>• web content management</li></ul></li><li>4. Able to work maximum amount of hours wanted</li><li>5. Match qualification of being willing to contact clients via telephone and email</li></ol>	<h2>Threats</h2> <ol style="list-style-type: none"><li>1. Employer prefers candidates with knowledge of HTML, CSS, Adobe, and Photoshop</li><li>2. Employer prefers candidates with completed college degree</li><li>3. Employer wants candidate who excels in computer field – computer science and math majors desired</li><li>4. Other candidates may have more experience in the field</li><li>5. Employer may not be willing to teach an intern all the applications necessary</li></ol>