

# CCDS Internship program flying high

With help from an internship arranged by CCDS, [Katie Barton](#)'s post-college career plans are coming into focus. Barton '14 is a senior at Dickinson College, where she majors in international business and management.

She studied abroad last fall in London, where she took classes that sparked her interest in marketing, PR and fashion. When she returned, she began thinking about summer opportunities.

**“Katie brought her enthusiastic spirit and eager nature to every task. She learned how to follow her intuition and approach each day with confidence in a high stress industry fashion PR.”**

Elizabeth Tuke Dake '00

Her mother showed her a *Country Day Connections* article about [Elizabeth Tuke Dake '00](#), CEO of TUKE Consulting, who works in the fashion industry in New York. Barton contacted Director of Alumni Relations Paula Brock who connected her with Tuke.

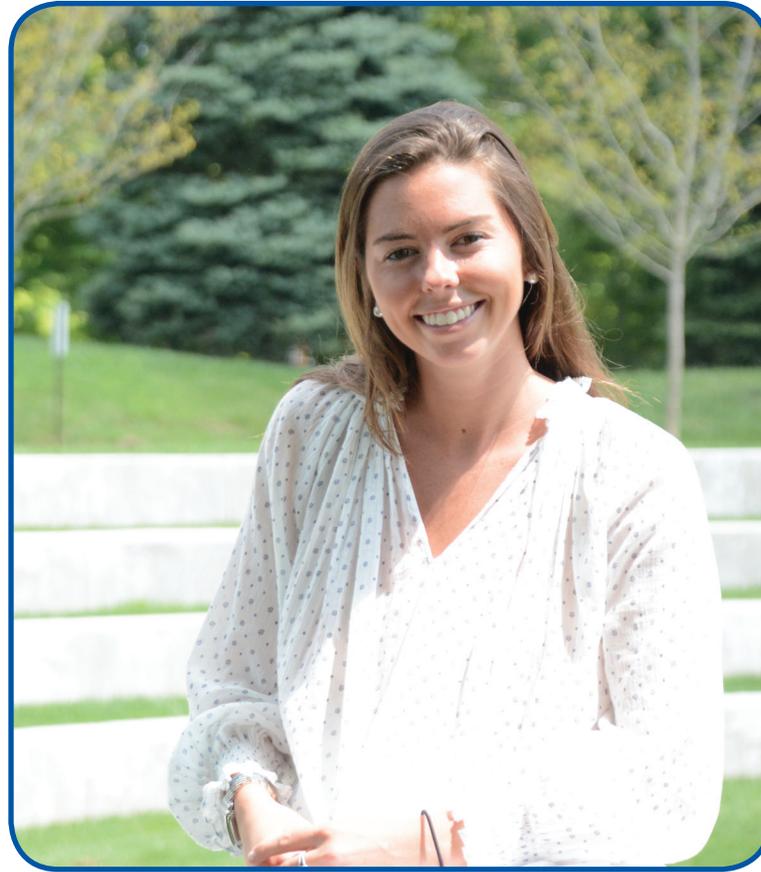
She worked for 10 weeks as a public relations intern for Tuke, whose clients include dress designer Elizabeth Kennedy, shoe designer Malone Souliers, two jewelry companies, and an interior design company.

“Meeting the designers was really a cool experience, and Tuke has many connections. Everyone knows who she is,” Barton said. While she didn't get to meet any celebrities, she was in contact with Rihanna's manager.

Part of Barton's job was reaching out to Vogue and different outlets to pitch client products. “Also, they would come to us. Vogue would email me and say, 'We want this pair of shoes for the September issue.' We had everything in the office, so our job was to get it to them and make sure it was shot.”

She also helped with a press day where writers and editors came in to look at the new products and then featured them in articles.

Since Tuke shares an office with another company, Nylon Consulting, Barton worked for both businesses, but mostly Tuke. “Nylon is kind of the same idea, but it's all luxury brands, such as wallpaper and lighting. A lot of it is interior-design based, which is



really interesting. It was fun to get both sides – fashion and design.”

The biggest surprise during her internship was the pace. “I was expecting it to be a little slower, but it's a super-fast pace. It never slows down. I love that about this industry. I was never bored. There was always something for me to do and learn.”

The experience has helped narrow her choices for post-college jobs. “Honestly, before this summer, I had no idea what I wanted to do. After this summer, I really loved being in New York and doing PR, working with fashion consulting and also meeting all these people.”

“Tuke was a big help with meeting new people, putting my name out there and getting experience doing things that I wouldn't have

been able to do. New York opened a lot of doors, which is really important for the post-grad job search.”

She encouraged other college-age CCDS alums to pursue similar internship opportunities. “Reach out to these alumni. Everyone has been more than willing to help. Connections really help, especially coming from a great school like Country Day. We have these connections, and it's just a matter of putting yourself out there and getting out of your comfort zone.”

**“In hiring a Country Day alum, there is an initial bond and level of trust that typically takes a long time to establish between an existing team and new headcount. Katie is a tremendously hard worker and we look forward to watching her as she develops over the years.”**

Elizabeth Tuke Dake '00