



HOW STORYTELLING CAN LEAD TO A CURE

MY EXPERIENCE AS A MARKETING INTERN AT



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JDRF SUMMER OVERVIEW

Over the summer, I worked with JDRF's Marketing & Communications team to expand the corporate development marketing portfolio, research social media metrics, write promotional sample copies, and develop ideas for National Diabetes Awareness Month.

JDRF is the **#1** global organization funding Type 1 Diabetes (T1D) research

T1D IS A 24/7 DISEASE

1.6 MILLION AMERICANS ARE LIVING WITH T1D

INTERNSHIP COMPONENTS

CORPORATE DEVELOPMENT

DIGITAL CONTENT RECOMMENDATIONS

SOCIAL SAMPLE COPY

- Increased corporate development portfolio by 22% for corporate partners donating at minimum \$15mil+
- Collected stories from nationwide chapter

- Conducted a competitive landscape analysis to assist launching the JDRF TikTok
- Developed interactive website content ideas for National Diabetes Awareness Month

- Partnered with Beyond Type 1 to increase outreach by offering promotional materials in Spanish
- Wrote social sample copy to promote virtual information sessions for 70 chapters

CONCLUSION

Immersing myself in a medical community to which I had little to no exposure allowed me to understand the effects of health disparities on a global scale. Continuing, I plan to connect with people who come from diverse experiences and uplift their voices through marketing.

