

**Research reports from Undergraduate Students  
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Fellowships**

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**Program Director:**

Dr. Anastasia Elder

**Edited by:**

Alice Chandler

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Date: October 28<sup>th</sup>, 2019

Name: Osinde, Angella

Major: Graphic Design

Internship Company: United States Postal Service

Position: Marketing Intern

Location: San Diego, California

During the summer of 2019, I worked as a Marketing Intern at the United States Postal Service (USPS) in San Diego, California for 10 weeks. The USPS was founded in 1775 with Benjamin Franklin serving as the first Postmaster General. The USPS is one of the largest employers in the United States holding more than 7.5 million US employees. The company's revenue comes not from tax dollars, but their postal stamps and products and is estimated at 70 billion dollars.

During my 10-week internship, I took on many tasks that centered around two projects: Failed First Attempts (FFAs) and Informed Delivery. I worked with another marketing intern on the Failed First Attempts project. We took data from the latest report of FFAs among offices in our area and made assessments as to which offices were performing a proper parcel scanning procedure (according to company policy) and which offices were not. After our observations, my co-intern and I created guides to answer frequently asked questions and clarify the process of reducing FFAs. We presented our findings to the Area Vice President.

Another project which I tackled during my 10-week internship was promoting Informed Delivery in the Pacific Area, developing marketing tactics towards millennials, and promoting Informed Delivery Enrollment among Pacific Area employees. My work consisted of analyzing reports of Informed Delivery usage, communicating those reports to employees, and writing articles about the benefits of Informed Delivery. My publication in the national *LINK* newsletter can be viewed via link below. In addition, I was able to work with Informed Delivery ambassadors to promote Informed Delivery at local events, create designs for Informed Delivery icons for the USPS social media pages, and pitch marketing ideas to the USPS headquarters.

My experience of working in a 70 billion-dollar corporation, access to industry professionals, and cultural immersion of life on the west coast, would not have been possible without the Honor's College NSPARC program. My 10-week internship with the USPS was a life-changing experience. It provided me with career development opportunities and job exposure. I was able to practice my professional skills, meet with staff in various positions in the industry, including mail carriers, business handlers, customer service representatives, internal operations and many more. Such exposure opened my eyes to the many functions of the USPS. Outside my work hours, I was able to explore a bit of the San Diego attractions, visit local beaches, and try local cuisine. It is my greatest honor to have received this award and to have experienced life as a working professional early on in my career.

Article in USPS *LINK*:

<https://link.usps.com/2019/08/14/endless-possibilities/>