



Intern Being Reviewed: Owen Lynch

Department/Client: Comms Planning

Reviewer: Liz Morse

Inktern Evaluation

Please describe a time or task(s) assigned to your Inktern where they punched above their weight and:

- **Was a challenger:**
 - While Owen had his hands in many different projects over the past few weeks, the Medium project is the best example of how he was a true Challenger. Going in, the ask was not entirely possible on the platform, but he absolutely crushed it and made it work. He had to think outside the box and be creative in order to find a solution and did a great job in the process.
- **Was an innovator and/or creative:**
 - As noted in the above, the Medium project is a great example of his innovative and creative thinking. The Medium page will live beyond his internship and benefit the team greatly in the future, so he should be proud in the huge hand he had in creating it.
- **Was a collaborator:**
 - Owen did a great job working across the team and getting along with not only the members of the Comms team, but also the other interns. No matter if he was working on a structured project (like pulling MRI) or a more free-flowing project (finding articles or general insights online) he was all in on the project and eager to add more value to the project. He adapted his work style to each person depending on the needs of the team member which shows he has respect for his colleagues and interest in how others work

What did they do well?

- Overall, we have loved how **curious** and **enthusiastic** Owen has been each and every day he has stepped foot in 40 Broad. He has a great energy and a sense of wonderment that is contagious when you're talking to him. Like a sponge, he soaks up everything you are telling him and loves learning new information about whatever topic is being discussed. He was a great reminder of where we all started in the industry and how lucky we are to work here!
- From a more tactical perspective, Owen helped the team across many projects this summer:
 - **Logo project** – though this may seem like an unimportant project from the outside, this task can't be underacknowledged. It's hard to describe how incredibly helpful it is to have all the logos for the apps, shows, networks, sites, platforms, etc. in one place. The number of hours he has saved each of us in the foreseeable future is priceless. And not only that, but he organized them in a very helpful and easy to find way, which cuts down even more time
 - **MRI and Qualtrics** – Owen really picked up on these tools rather quickly, which was great to see. The mining of data seemed to come naturally to him, which was a huge help
 - **Open-ended projects** – sometimes being self-directing can be hard when there aren't clear parameters to a project, but Owen showed that he was up for the challenge in his help with the Luxury study and the Scout Instagram Story
 - **FOX** – Owen was a great asset on FOX, specifically when a piece of his research was presented to the client. Hopefully this was a demonstration of how important our work is no matter what level you are!