

# Department of State internship – Instagram Content Creation

Relevant skills:

Research

Social Media

Be sure to carefully review the job announcement and take note of the keywords (nouns & verbs).

## What you'll do

U.S. Consulate General Naha in Okinawa, Japan is expanding its digital presence, most recently on Instagram. We are looking for a student with a familiarity with digital content creation, and Japanese culture and language to create digital content for Instagram.

Japanese language skills requested but not required.

- Speaking Proficiency: Elementary proficiency requested but not required.
- Reading Proficiency: Elementary proficiency requested but not required.

Learn more about us at <https://www.facebook.com/naha.usconsulate> and <https://jp.usembassy.gov/>

## What you'll learn

Learn about the Consulate General Naha.

## Who we are

Established in 1789, the U.S. Department of State is the oldest U.S. cabinet agency. Our mission is to protect and promote U.S. security, prosperity, and democratic values and shape an international environment in which all Americans can thrive. Learn more at <https://www.state.gov/about>.

## Related keywords

Instagram

Writing

**Agency**

Department of State

**Sub-agency or program office**

Public Affairs Section, U.S. Consulate  
General Naha

**Community**

Virtual Student Federal Service

**Cycle**

VSFS 2023-2024

**Number of interns**

1

**Estimated start and end dates**

Sep. 15, 2023 – May 31, 2024

**Location**

Virtual

**Who can apply**

U.S. citizens

**Language requirement**

Japanese  
Spoken - Intermediate  
Written - Advanced  
Reading - Advanced

Notice how this job announcement has a language requirement. If there is a requirement in the announcement, be sure to specifically state it in the resume.

**Salary**

Unpaid

**GPA requirement**

Any

# Diane W. Lai

333 Hargrove Lane, Alpharetta, GA 30076 | 770-951-6512 | diane.w.lai@gmail.com  
linkedin.com/in/dianewlai

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## Instagram Content Creation Internship

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### EDUCATION

Pursuing Bachelor of Arts, East Asian Studies with Japanese Language minor  
University of North Georgia, Dahlonega, GA 30533  
GPA – 3.5, Expected Graduation – May 2026

### STUDY ABROAD

#### Nanzan University

06 – 08/2023

18 Yamazatocho, Showa Ward, Nagoya, Aichi 466-0824, Japan

- Completed courses in Japanese business, language, and culture; participated in multiple excursions to visit local temples, shrines, and castles
- Interacted and communicated with Japanese students to learn more about the culture

#### *Intern, Mondo Media Network*

2 Chome -4-6, Kamimaezu, Naka Ward, Nagoya, Aichi 460-0013, Japan

- Completed two-week internship, 40 hours/week, during Study Abroad experience
- Collaborated with team to develop Instagram posts to promote the company and gain business; researched best practices for social media use in Japan
- Translated documents from Japanese to English to help the company reach out to English-speaking clients
- Gained valuable insights regarding working in a Japanese company

### TECHNICAL AND LANGUAGE SKILLS

Microsoft Word, Excel, and PowerPoint | Microsoft Teams | Zoom | Canva | Instagram | Facebook  
English – Fluent/Native | Japanese – Speaking: Intermediate, Writing: Advanced, Reading: Advanced

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### EXPERIENCE

#### Japanese Language Tutor

08/2022 – Present

#### University of North Georgia

15 hours/week, \$11.00/hour

82 College Circle, Dahlonega, GA 30533

Supervisor: Dr. Lisa Viera, 706-864-5123, may be contacted

- Teach Japanese language skills, reading, writing, and speaking for up to 30 students in Japanese 1001 – 2002 levels
- Ensure students correctly write complicated kanji, and properly pronounce words; review course materials to help students understand grammar points

- Prepare flashcards to enhance students' knowledge, improve language skills, and maintain a high grade

**Server / Social Media Assistant**

**09/2021 – 07/2022**

**Kaya Vineyard & Winery**

**25 hours/week, \$14.25/hour**

5400 Town Creek Rd, Dahlonega, GA 30533

Supervisor: Lori Bailey, 706-587-9899, may be contacted

- Selected by management to assist with social media development and strategies; collaborated with supervisor to develop and implement comprehensive social media plan to include Instagram posts and reels
- Researched how to best boost posts and the most cost-effective methods to reach a larger audience
- Created Instagram graphics using Canva weekly; ensured graphics met business' standards and branding images including proper grammar, spelling, and punctuation; researched appropriate images that showcases the company's culture and values
- Developed Instagram reels weekly to highlight customers' experiences including weddings, birthdays, family celebrations, and wine tasting tours
- Recognized by management for developing engaging Instagram posts, writing fun captions, and increasing Instagram followers by 20%
- Provided exceptional service to customers and was routinely requested by frequent guests to be their server; **awarded** Employee of the Month for going above and beyond for guests

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**CAMPUS INVOLVEMENT**

**Social Media Coordinator**

**08/2022 – Present**

**Japan Cultural Club**

**10 hours/week, \$0/hour**

University of North Georgia

82 College Circle, Dahlonega, GA 30533

Supervisor: Suzanne Davidson, 706-854-3214, may be contacted

- Develop original social media content, such as posts/reels/videos, for Facebook and Instagram highlighting club's activities and showcasing members' accomplishments
- Research Japanese arts/crafts, literature, history, pop culture, and film to generate cultural-specific posts that promote Japan's rich history; ensure graphics created in Canva reflect the club's brand which is to have an inclusive club that celebrates Japanese culture and language
- Create fun and engaging content which led to Instagram followers increasing by 15%; respond promptly to comments and questions on Instagram profile which helped create a friendly and welcoming site
- Implement robust social media strategy which includes partnering with additional university clubs and events which improved club participation and enrollment; coordinate Instagram posts with four cultural/language organizations to promote campus events

**Member, Asian Student Association**

**01/2021 – 07/2022**

University of North Georgia, 82 College Circle, Dahlonega, GA 30533

# Diane W. Lai

333 Hargrove Lane, Alpharetta, GA 30076 | 770-951-6512 | diane.w.lai@gmail.com  
linkedin.com/in/dianewlai

Be sure to put your full mailing address and contact information.

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University of North Georgia, Dahlonega, GA 30533  
GPA – 3.5, Expected Graduation – May 2026

Include the mailing address for study abroad experiences, including any international internships.

### STUDY ABROAD

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- Translated documents from Japanese to English to help the company reach out to English-speaking clients
- Gained valuable insights regarding working in a Japanese company

Notice how the technical skills & language skills have their own section since they are important to this internship.

### TECHNICAL AND LANGUAGE SKILLS

Microsoft Word, Excel, and PowerPoint | Microsoft Teams | Zoom | Canva | Instagram | Facebook  
English – Fluent/Native | Japanese – Speaking: Intermediate, Writing: Advanced, Reading: Advanced

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## EXPERIENCE

Some features that make a federal resume different are adding the full mailing address of the employer, supervisor name & contact information, your salary, and how many hours per week you worked. This includes paid & unpaid experience.

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82 College Circle, Dahlonega, GA 30533

Supervisor: Dr. Lisa Viera, 706-864-5123, may be contacted

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**09/2021 – 07/2022**

**25 hours/week, \$14.25/hour**

## CAMPUS INVOLVEMENT

If your campus involvement gives you relevant skills to help you qualify for the job, be sure to give specific information about what you did and format it to match your work experience section.

### **Social Media Coordinator**

#### **Japan Cultural Club**

University of North Georgia

82 College Circle, Dahlonega, GA 30533

Supervisor: Suzanne Davidson, 706-854-3214, may be contacted

- Develop original social media content, such as posts/reels/videos, for Facebook and Instagram highlighting club's activities and showcasing members' accomplishments
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**08/2022 – Present**

**10 hours/week, \$0/hour**

### **Member, Asian Student Association**

University of North Georgia, 82 College Circle, Dahlonega, GA 30533

**01/2021 – 07/2022**

If you do not hold a leadership position in a campus or community organization, but you want to show your involvement outside the classroom, you can simply state you're a member and not put any experience in this section.