

**Marissa Reale**  
**Summer Internship Review**

Our Janssen Immunology & Oncology Communications team was very fortunate to have Marissa Reale join us as our Communications summer intern. Throughout her 10-week summer internship, Marissa assisted and led multiple projects, including:

**External Communications Activities**

- Conducted in-depth audit of 2016 HealtheVoices attendees (90+), to compile their mentions of HealtheVoices in various social media channels—including Twitter, Facebook and Instagram
- Attended “PR Week Snap Chat Book Camp” in New York City; shared key learnings and insights with our JBI Comms team
- Provided ongoing ideas and recommendations for how Janssen can improve our presence in social media channels—including Snapchat and Instagram
- Participated in brainstorm with Tonic to discuss Q3-Q4 “Get Your Full Course” and “IBD Social Circle” campaign activities
- Participated in brainstorm with Tonic to discuss ideas for supporting the FDA approval/launch of STELARA for Crohn’s disease
- Edited drafts of new content for [www.getyourfullcourse.com](http://www.getyourfullcourse.com)
- Participated in internship activities including “Learning Day” and intern “Agency Day”
- Developed and presented final project, “Engaging Key Stakeholders through Snapchat,” where Marissa provided suggestions on how Janssen and J&J can leverage Snapchat to communicate with key internal and external stakeholders

**Internal Communication Activities**

- Wrote feature articles highlighting key activities for our Immunology & Oncology businesses for our Janssen Intranet (SQUARE)
- Put together recommendations for improving engagement and fresh content on our Immunology & Oncology SQUARE portals
- Drafted article summarizing our 2016 Immunology “Customer Connection Days”
- Interviewed Oncology sales rep Brian Fickel about our team’s involvement in upcoming “Pelotonia” cancer awareness event
- Conducted interviews with our IMM and ONC Culture team leaders; drafted articles highlighting recent and upcoming Culture team activities for inclusion in upcoming Presidents’ newsletters
- Served as the internal communications lead for the LLS’ “Light the Night” event planning team
- Received a “High Five” award for collaboration and communications support provided on behalf of the “Light to Night” campaign
- Updated our Horsham Facilities On-Site Communications policies
- Assisted in reorganized our “X drive”, where we archive all of the team’s communications materials, press releases, presentations, etc.
- Participated in weekly team meetings and Editorial Calendar planning calls for both our Immunology and Oncology businesses

Throughout her internship, Marissa has shown tremendous dedication and passion to learn. She has asked great questions and has always been willing to take on any assignment that came her way—no

matter how big or how small. All of Marissa's projects were well organized and were delivered within the deadlines that she and Caroline identified.

Marissa is creative, energetic and brave. In our team meetings and brainstorms, she never hesitated to offer her opinions and thoughts, ask a clarifying question and/or recommend a new idea or approach. This led to the creation of her summer internship project, "Engaging Key Stakeholders through Snapchat." I was greatly impressed with Marissa's work on her final project. She gathered key insights on how we, as a healthcare company, might be able to utilize Snapchat with employees and with external stakeholders such as health bloggers. I will be using several of Marissa's insights to integrate Snapchat into our 2017 HealtheVoices conference. Marissa conveyed her recommendations in the form of a power point deck, which was presented to our Johnson & Johnson Communications Leadership Team (CLT) and our Chief Communications Office Michael Sneed on Aug. 3. She was poised, confident, enthusiastic and engaging as she presented her final project to the audience.

Throughout her internship, Marissa built strong relationships with me and with all of our team members. She is a true collaborator. Throughout the summer—every one of our 6-person team offered me positive feedback on Marissa and their excitement to have her on our team. She participated in 1:1 interviews with each one of our team members, and traveled to our Raritan, NJ and Titusville, NJ offices where she was given deep dives on our US, NA and Global Janssen businesses and the various roles our team members play in supporting these businesses. She consistently offered to assist all of our team members with any projects that may help her grow and learn.

Many of our business partners who worked with Marissa over the course of her internship (including Britney Micele (ONC marketing), Kristen Brill (our freelance consultant) Brian Fickel (ONC field sales rep) and members of the Tonic team) commented on Marissa's professionalism, passion, creativity, and hard-working attitude. We are all very sad to see that 10 weeks has passed by so quickly.

As Marissa continues in her career, I recommend she continue her growth in key areas including her writing skills, media relations skills, research skills and working to apply measurement tools and analytics to key PR initiatives. She has a wonderful attitude—focused on collaborating with her peers, asking probing questions, illustrating good judgement and making good decisions. She has a GREAT future ahead of her in public relations and communications. I would absolutely be willing to serve as a reference for Marissa as she seeks to take the next step in her career. It has been a pleasure having her on our team. She will be missed!

Caroline Pavis

Communications Leader

Johnson & Johnson