

KEVIN LODER | BRAZIL, 2015

- Public Relations graduate from the University of Oregon's School of Journalism & Communication
- Gained professional experience through internship at Rio EnCantos, a grassroots tour & exchange agency.
- Lived in Rio de Janeiro for two months.
- Increased Portuguese language skills.

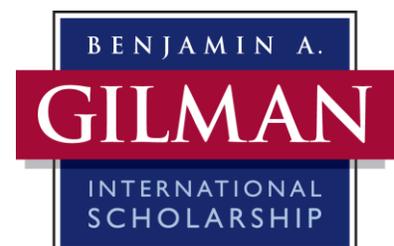


Gilman Alumni Ambassador

Kevin planned to go to Brazil after learning the country would host the 2014 World Cup and 2016 Summer Olympics. When he arrived in Rio de Janeiro he witnessed a city in transformation between two major international sporting events. During his internship with Rio EnCantos, Kevin utilized a variety of online and in-person public relations tactics to promote the tour agency. This included social media management, Google Analytics, online review websites, and he created a website presentation of an educational tour experience package. He communicated online what he experienced in person throughout a variety of tours, from the beaches, city, and an urban rainforest.

Kevin demonstrated his ability to maintain a productive mindset when his overall internship project changed. "The difference between expectations and goals became clear to me. I expected my internship project to be one thing, but when that changed, I was able to adapt thanks to my goal-oriented mindset." His international internship helped him develop more personal & professional goals.

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