

## Dominican Grad Returns to Spain for Worldwide PR Agency

Sansone was working in Madrid for Lewis PR, a multinational public relations communication agency with 25 offices worldwide specializing in building global brands with integrated PR and digital media campaigns for some of the largest companies in the world including Samsung, Cisco, Audi, Salesforce, Maurice Lacroix, Citrix, Sotheby's, Siemens, and FIBA. In May, Sansone graduated from Dominican with his BA in International Business and a Spanish minor with Cum Laude honors.

Before his internship ended with Lewis PR on July 25, Sansone was offered a full-time position and given a letter of recommendation to interview with any of the company's offices worldwide, including San Francisco.

"Overall this was a great experience. My work production was valued and most importantly I felt a part of the team," Sansone said. "International internships are the best way to make new connections and extend your network onto a global scale."

Last summer, as a Dominican senior majoring in [Business Administration](#) in the [Barowsky School of Business](#), Sansone had an internship in the Risk Management department at Dow Jones in Barcelona.

"Being a student-athlete for four years at Dominican and having also had a job since my sophomore year has taught me about time management and has created a relentless competitive drive within myself," said Sansone, who played soccer for the Penguins and is a member of the National College Athlete Honor Society Chi Alpha Sigma and a four-time member of the Pacific West Conference All-Academic team.

"The most rewarding thing about this opportunity at Lewis PR was that I got to truly do what any international business major wants to do -- work in a foreign country and immerse yourself into a different culture. However, a great reward from this type of investment is the opportunity to boost your resume in order to differentiate yourself from other job applicants. Working and living abroad has enormous benefits and the lessons you learn are indispensable. For me specifically it has helped improve my ability to improvise, adapt, and overcome whatever challenges I am faced with."

At Dominican, Sansone, who also speaks fluent Italian, credited Radica Ostojic-Portello, Director of [International Languages](#) in the Department of [Literature and Languages](#), and Dr. Henry Shriebman, Assistant Professor of [Religion and Philosophy](#) in the [School of Arts, Humanities and Social Sciences](#), for teaching him "how to train my mind to think logically and to never be afraid to fail because failure is not the opposite of success but instead it is a part of the recipe."

At Lewis PR, Sansone's responsibilities involved monitoring marketing campaigns; communicating with various companies that were in his portfolio of clients; translating Spanish press releases, media briefings and monthly reports to English; communicating with other sister companies of Lewis PR around the world; assisting senior level account executives with communication and marketing campaigns, managing Facebook and Twitter accounts for clients using Hootsuite Media Management software and creating unique posts each week that apply

directly to their target audiences, controlling and monitoring all print and web news content that surfaces about clients through communicating with major Spanish news sources.

*June 27, 2014*