MBA Internships: Morgan Oktavec (MBA ’26)

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Morgan Oktavec

Internship: Louisiana Blue

Where did you intern and what was your title?

I interned at Louisiana Blue (Blue Cross Blue Shield of LA), and my title was Marketing Intern.

How did you approach the internship search process, and what strategies did you find effective?

I learned about the internship opportunity at Louisiana Blue during a networking event. I connected with a member of their senior management team and shared my passion for healthcare, especially improving care access in Louisiana. He encouraged me to apply and introduced me to a recruiter, which helped me navigate the application process with confidence. This experience reaffirmed that meaningful conversations and genuine interest in an organization’s mission are some of the most effective strategies during an internship search.

In a few sentences, describe your responsibilities during the internship.

As the Marketing Intern within the Product Development and Marketing department, I had the pleasure of working people and projects across three core areas: product strategy, development and management, and marketing. I gained hands-on experience in project management and business analysis by supporting the annual cross-functional Product Enhancement team. I led several mandated business requirement sessions and helped draft multiple business requirement documents tied to mandated benefit updates. Additionally, I collaborated with the Strategic Communications team on marketing and communication plans to strengthen Louisiana Blue’s product positioning, messaging, and value proposition. I contributed to the development of marketing materials, social media content, and member-facing videos to increase awareness of key products.

Can you share a memorable moment or experience from your internship that had a significant impact on your professional growth?

One of the most impactful aspects of my experience was the weekly one-on-one meetings I had with two members of the Marketing team. These 30-minute sessions covered everything from tools like Power BI and Power Automate to deeper discussions about product offerings, internal processes, and professional development. They also encouraged me to choose projects aligned with the skills I wanted to build. I left every meeting knowing I had learned something meaningful.

A standout project was contributing to the 2026 Annual Product Enhancement Project, which focuses on developing and enhancing Louisiana Blue's product portfolio. Being part of that effort gave me a firsthand look at how a major insurer evolves its product offerings to meet member needs.

Were there any challenges or obstacles you faced during your internship? How did you overcome them?

I didn’t face challenges related to the work itself, but I did have a personal goal of building strong relationships with my fellow interns. While Louisiana Blue created many opportunities for networking, I wanted our cohort to form a close, supportive community. A few of us organized smaller weekly events like “intern lunches” and happy hours. At first, attendance was small, but after a few weeks, more than half of the cohort began participating, including remote interns who came into the office specifically to join. What started as a small idea turned into a meaningful tradition and helped me build connections that I genuinely believe will last well beyond the internship.

How did your internship contribute to building your career? Did it lead to any valuable connections or opportunities?

Interning at Louisiana Blue reshaped how I see my responsibility to the community. You quickly realize that people depend on affordable, high-quality care, and that purpose really drives everything we do. This experience strengthened my skills in product development, marketing, project management, and cross-functional collaboration. It also gave me a deeper insight into the health insurance industry and connected me with employees, mentors, and fellow interns who have become valuable professional relationships. The internship gave me both the skills and the inspiration to continue my career in healthcare.