

Cornerstone Alumna Discovers a Passion for Marketing at Lear Corporation

Stasha McDaniel: Class of 2018
Cornerstone Health + Technology High School



Stasha McDaniel takes a moment to adjust the sash and cords awarded to her for the upcoming graduation ceremony. She reflects on her time at Cornerstone: "I came into Cornerstone Health + Technology High School as a sophomore and had a difficult time transitioning at first," she says. With an initial interest in engineering, Stasha was accepted for an internship at Lear Corporation, a Fortune 500 company. She believed she would have more exposure to all aspects of the engineering field through her internship, but Stasha also discovered something unexpected during her well-rounded time at Lear.

Interns at Lear are given mentors from multiple departments, ensuring they have a comprehensive understanding of the business from engineering to marketing to operational components. Stasha uncovered a new passion when she spent time in the marketing department at Lear. "I realized that I was interested in engineering, but I didn't see myself doing that long term. During my rotation with the sales and marketing department, that's when I knew what I wanted to do for sure. I was already learning some of those things in school, but to be in an actual workplace and see how they apply those things in their daily work life – it was very exciting." Stasha was inspired as she took the marketing principles she had learned at Cornerstone and put them into practical application at Lear. "I could really see myself doing this every day. Interacting with people and being creative in that way is the most appealing thing to me."

Management and other staff at Lear are encouraged to connect with the students, guide them through their experience, and help them learn the most during their time there. "In the beginning, the marketing manager, Clayton, told me to make a list of the things I wanted to know or do during my time with him. He is a very busy person, but he always made time for me and made sure I was learning everything that I wanted to learn. That was touching to me."

There were also other staff members who inspired Stasha during her internship with Lear. "Brena, another mentor who works in leather engineering, introduced me to CAD (Computer-Aided Design) and after that experience I took a class on CAD at Wayne State on my own. Mike Fisher, who works in finance at Lear, helped me figure out what financial aid I would need for college, how to budget, and even how to prepare for retirement."

Stasha graduated from Cornerstone Health + Technology High School with honors and has a paid internship with Lear through the summer. In the fall, she will start classes at Siena Heights University where she is double majoring in Marketing and International Business. "I want to become an International Marketing Analyst. They create marketing strategies for people who want to market their products in the U.S." Through the opportunities that Cornerstone Health + Technology High School provided, Stasha was able to find her career path and plan for a promising future. "I learned a lot about myself while I was at Cornerstone and through the internship at Lear," she says, "I am very grateful for both opportunities."