



THE SPORTS INTERN

INTERN INSIGHTS

KELI MCWHORTER

Finance & Accounting Intern, **NASCAR**
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➤ INTERSHIP RECAP



Keli McWhorter turned a simple “Finance & Accounting Interest” application into a **10-week internship** with **NASCAR** over the summer.

After applying in December to what was listed simply as an interest form, Keli was invited to complete a video interview, followed by an interview with two managers in February.

About two weeks later, she was offered the internship, which began in mid-May.

In this internship, much of Keli’s time was spent working independently on projects, including developing AI-driven tools and automated workflows to improve financial and business processes.

She also participated in meetings and, at times, presented her projects, findings, or recommendations. Her managers also regularly checked in, explained new projects, answered questions, and helped her understand how her work connected to the bigger picture.

While every day was different, Keli enjoyed the mix of independent work, learning from managers, collaborating with other interns, and being included in real business conversations.

➤ KEY TAKEAWAYS

- There is so much more to sports than what fans see. Working in finance gave Keli a look at how budgeting, forecasting, partnerships, and financial decisions contribute to a successful sports organization.
- The more you take initiative, the more you get out of an internship.
- Finance plays a major role in sports, which gave Keli a clearer direction for combining her interests in finance, sports, and the automotive industry.



KELI’S TIPS

- Don’t be afraid to apply for opportunities that aren’t a perfect match on paper. My background is primarily in finance, but I’ve learned that your skills can translate into areas of the sports industry that you may not initially consider.
- Network beyond your immediate circle. During my internship, I set up meetings with people outside of my department to understand what they did and how their roles connected to the organization.