

# Rebekkah Amende

## Marketing-Communications Intern

As an Intern at Decision Innovation Solutions, Rebekkah Amende is responsible for implementing our social media strategy. She also manages our blog and web content to insure timely, responsive communication with our clients.

Rebekkah's passion for the agricultural industry stems from a deeply instilled love of the land and her commitment to care for it. This passion has motivated her commitment to pursue her undergraduate degree in Agribusiness Management at Brigham Young University – Idaho.

Rebekkah grew up in a rural town outside of Dunedin, New Zealand. Her parents taught her the importance of stewardship as they relied on the land to sustain their needs. Her family kept chickens, gardened, hunted, and fished for food. Large tanks collected the rainwater, chopped wood fed the coal range that cooked the meals, heated the water, and warmed the house. Outdoor recreational activities allowed for the exploration of the beautiful New Zealand landscape. This reliance and experience with the land fostered the deep love and respect she has for it today.

Rebekkah never intended to pursue a course of study related to agriculture, but became interested to do so upon researching the agribusiness management course at Brigham Young University – Idaho.

During spring of 2020, Rebekkah completed an internship with the Research Business Development Center in Rexburg, Idaho. She worked alongside fellow students to build a website for a local feedlot to market their products and improve their direct-to-consumer sales. She learned a great deal about the beef industry along with acquiring new skills regarding web development and coding. She is currently studying Business Analytics to complement her major.

Continued participation in the university's Agribusiness Society has contributed to Rebekkah's professional development. She is particularly involved in the new Idaho Ag Pulse Project. In conjunction with students and faculty, she works to develop an index which will measure the economic health of Idaho agriculture and serve as a resource for agricultural producers, policymakers, and stakeholders throughout the state.

She will be graduating from BYU-Idaho in December of 2021. She hopes to work in the legal profession with an emphasis in ag law and policy.

### Contact



515.639.2910

### Education

**Brigham Young  
University - Idaho**

Current student of:  
Agribusiness Management

With special focuses on:  
Human Resource Management  
Business Analytics

### Areas of Expertise

- Communication
- Social Media
- Consumer/Media Relations