



GLOBAL LEADER INTERNSHIP

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WUNDERMAN

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Number of Positions: 1

Length of Training: 3-6 months

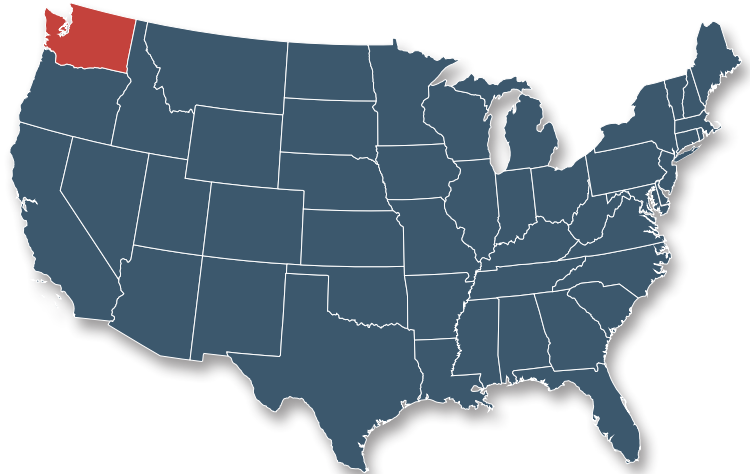
Location(s): ZAAZ–Seattle (*Wunderman Network*)
414 Olive Way Suite 500
Seattle, Washington

Compensation:

- \$12.00/hour + OT over 40 hrs
- Monthly Metrocard

Average Hours/week: 40 hours per week

Ideal Start Date: January 2, 2012



APPLICANT REQUIREMENTS

Academic Background Professional/Practical Experience:

- Bachelors degree minimum in Marketing, Advertising and/ or Journalism
- Interest, passion, and energy for the world of advertising and marketing communications across all channels (digital, social, mobile, print, television, other forms).
- Passion and experience in writing or journalism

Skills/Knowledge/Language Proficiencies:

- Good command of the English language in speech/writing
- Other European or Asian languages helpful
- Microsoft Office tools: Word, PowerPoint, Excel, and Outlook
- Accuracy and attention to detail; Proactive and eager to learn.
- Curiosity of people and their motivations/behaviors.
- Ability to digest information and recognize the commonalities driving to consumer trends.
- Good communicator with knowledge of communication strategies.
- Creative thinker.
- A love of getting under the skin of customers – their motivations, aspirations and connections to brands.
- An innovative and logical mind that can think laterally.
- Flexibility to adapt to changing demands and priorities.
- Positive attitude and team player
- Take-charge attitude.

COMPANY INFORMATION



Wunderman is the original architect of response-driven marketing, an estimated trillion dollar global industry. Today, with 50+ years of innovation, creativity, and insight, Wunderman stands as the first name in advertising that delivers measurable results.

Throughout its network of 130+ offices in 55+ countries and 15+ specialized companies, Wunderman speaks the customer's language—whatever the dialect—at the right time, creating profitable conversations that build brands and generate sales.

Wunderman Specialties:

Interactive, digital marketing, agency relationship marketing, direct marketing

INTERNSHIP DESCRIPTION

Department/Company Area/Field of Training:

Marketing Research and Planning

Trainee's Title: Junior Planner

Intern Main Tasks/Responsibilities:

Working with Planning team researching social trends for a range of target markets.

Tasks/Activities Associated with Training:

- Research social trends for a range of target markets.
- Work with Planning team to analyze information for insights and to build social media strategies and execution plans for various clients (recommendations, plans, community management, etc).
- Assist Planning team in developing and writing briefs.
- Attend internal & external (including team & brainstorming) meetings.
- Create multi-touch point communication platforms.
- Bring media neutral ideas to life.