brandsymbol Internship Description

Description

The objective of this internship is to research and identify companies in various industries for corporate and product branding opportunities. Once the companies have been researched, the intern will create lead packs and build profiles of companies for prospecting. They will find relevant articles for their assigned industry, help write blogs to be posted on our website and will be part of the team that will approach the prospective clients. When some of the targeted clients engage with brandsymbol, the intern will take part in strategic and creative discussion/brainstorming for the clients, experiencing first hand how brands are developed. This internship will report to the CEO and marketing staff at brandsymbol.

Company

brandsymbol is a boutique brand development agency with a strategic approach in creating cohesive global brands for some of the world’s largest companies. Our first of its kind Global Branding Network (GBN) and Active Naming Process (ANP) were created to develop brands for a universal audience. Working with domestic and international clients, our unique process incorporates best in class methods ensuring brand success. Branding without borders is our passion!

With nearly two decades of experience in brand development, brandsymbol has produced globally recognized brands for some of the world's largest companies, such as Cadillac Escalade and Microsoft Outlook. Other companies we have worked with include Campbells, Hersheys, General Mills and Motorola. We communicate and deliver success with a universal approach.

Job Title: Brand Engagement Intern (Fall, 2012)

Desired Skills:

- Microsoft Office (Word, Excel, PowerPoint) and internet skills
- Intermediate skills with Excel is a plus
- Strong oral and written communication skills
- Ability to work independently as well as on a team
- Ability to multi-task
- Professional attitude
- Excellent attention to detail
- Experience with Social Media
- Experience with blogging is a plus

Activities: (frequency of certain activities will vary as needed during the internship period)

- Researching and identifying companies for prospecting
- Creating lead packs and company profiles
- Researching relevant industry articles
- Writing blogs for the website
- Be a member of the creative team
- Participate in strategic and creative discussions/brainstorming
- Data compilation
- Update Market Research databases

**Compensation:** This internship is unpaid.

**Hours:** Hours are flexible with a minimum of 8 hours/week. Office hours are 8:00-5:00 Monday through Friday.

**Attire:** Business casual Monday – Thursday and nice, casual attire on Fridays.

**Please email a resume and cover letter to:** Katie Wolfe; kwolfe@brandsymbol.com

**Or mail a hard copy to:**

brandsymbol
Attn: Katie Wolfe
11111 Carmel Commons Blvd., Suite 330
Charlotte, NC 28226