



AMP Agency Internship Opportunities

AMP Agency is the marketing/advertising/promotional agency of Alloy Media + Marketing, an Alloy, Inc. Company, one of the country's top-ranked marketing organizations and one of the largest providers of non-traditional and targeted media.

AMP Agency has internship opportunities for the Spring, Summer and Fall semesters in our **Boston, MA** headquarters. AMP Agency is looking for energetic interns with sufficient experience using PowerPoint, Word and Excel who can work a flexible schedule (approximately 20 hours a week, 2-3 full day availability preferred), and who enjoy the marketing promotions industry. Applicants should have solid written and verbal communication skills, be well organized, detail oriented and be energized working in a team environment. A semester's length commitment is required.

Any level college student may apply. Marketing or Business majors are preferred for most departments, Graphic Design majors for Creative, but we are open to others who may be interested in the marketing and promotions industry. **LOCAL APPLICANTS ONLY!**

Submission deadlines:

- Spring: 11/15
- Summer: 3/15
- Fall: 7/15

Account Management:

The Account Management team is responsible for the implementation, management and execution of all projects within the agency. Spearheading AMP Agency's integrated approach, the Account Team works directly with clients and internal functions to successfully manage all accounts.

- Support team members in daily program management activities
- Confirming and communicating event logistics to agency's tactical staff
- Frequent in-depth market research assignments
- Assist in weekly and bi-weekly promotion reports
- Participation in creative brainstorming sessions
- Maintaining a "library" of industry related information for internal use
- Light data-entry, booking, shipping and scheduling tasks

Strategic Marketing Group

SMG is the Strategic Marketing Group, a specialized business development team within AMP Agency, responsible for ideation, conceptualization and development of all new business pitches.

- Assistance in devising new marketing and promotion campaigns for various clients
- Support in proposal-building for sales pitches
- Participation in weekly to daily creative brainstorming sessions
- Support in-house marketing strategy and communication
- Frequent in-depth market research assignments
- Maintaining a "library" of industry related information for AMP staff



Consumer Insights Group:

The Consumer Insights group is the planning and research division of AMP Agency. The team consists of curious, knowledgeable and strategic planners who develop creative solutions to current business problems, challenges and questions. The group consistently provides clients with knowledge about the lifestyles and behaviors of their target consumers, perceptions of trends, brands and products, and effectiveness of messaging and other communication points. If you have a burning desire to research and understand consumers, brands and multiple industries, this is the department for you.

AMP Insights specializes in both qualitative and quantitative research. The Consumer Insights group is seeking interns who are energetic, analytical and strategically minded to:

- Attend brainstorms to generate ideas and insights for new business pitches
- Participate in agency projects which may involve conducting street intercepts, phone interviews and online surveys
- Manage recruiting and screening of respondents for qualitative research projects
- Conduct secondary research to uncover information about a given segment and/or industry
- Draft online surveys and manage databases
- Edit video clips and record respondent quotes from Undercover Focus Groups and Discovery Sessions
- Data entry
- Assist with travel plans, schedules and mailings
- Engage in regular group work with an assigned team

Creative Services:

The Creative Team at AMP Agency develops project concepts, transforms these concepts into design and executes these concepts and designs to meet client objectives. The Creative Team is seeking an intern to support the design staff in the following areas:

- Design and produce a variety of creative materials including: in-store point of sale, direct mail, advertising, event materials and internal presentation materials
- Illustration / rendering creation
- Sufficient experience using Adobe Creative Suite, Photoshop, and InDesign required
- Create mock-ups, leave-behinds, presentation boards and any related new business materials
- Work with outside vendors and printers to ship information/products, etc.
- Take notes in meetings / research Advertising and Marketing campaigns for specific clients
- **If applying for a creative internship position, please include samples of your work**

Media Services:

The Media Services team is responsible for the strategy, planning and implementation of all paid (traditional, interactive, search) and unpaid (PR, SEO) media programs for clients. The Media Services Team works directly with clients that require media only services and/or works with the internal Account Management team for cross-agency account planning and management.

- Support all team members in daily program management activities
- Frequent in-depth market and media research assignments



ampagency
inspired

- Assist in weekly and bi-weekly campaign report generation
- Assist in loading interactive creative into DART and trafficking to sites
- Maintaining a “database” of media reps/contacts and sending out RFPs
- Support in proposal building/presentations for new business pitches

Search Services:

The Search Team provides measurable results efficiently and effectively to guide users online decisions through an integrated program.

- Prepare internal and client facing search client reporting and analysis
- Traffic search campaigns
- Organize search data
- Research search and online media trends

Interactive Services:

- The Interactive team helps clients and the agency understand how to best make use of online/digital tools and opportunities. They are responsible for designing, building and maintaining the websites, emails, text campaigns and other digital elements clients use to sell their brand - also partnering closely with IPR to support clients within social networking environments.
- *Required technologies:* HTML, CSS, JavaScript, jQuery, Adobe Photoshop
- *Helpful technologies:* PHP, MySQL, Flash, Actionscript 3.0, Wordpress, Drupal, ASP.NET

Please send all resumes to internships@ampagency.com