

Winter Break Externships, 2019-20

Externship Descriptions

Office of Communications and Marketing, College of Liberal Arts and Sciences (multiple dates available)

The LAS communications and marketing team assists units within the College of Liberal Arts & Sciences at Illinois in meeting their strategic goals. Through our efforts, we oversee and execute marketing and communication strategy for undergraduate student recruitment; advancement, specifically engagement and fundraising; reputation, specifically sharing the impact of work done by our people and programs; and building an LAS community for our students, faculty, and staff.

Available dates (please identify your preference): Mon., Dec. 16; Wed., Dec. 18, Thurs., Dec. 19; Mon., Jan. 6; Wed., Jan. 8; Thurs., Jan. 9; Fri., Jan. 10; Mon., Jan. 13; Tues., Jan. 14; Wed., Jan. 15; Thurs., Jan. 16; Friday, Jan. 17.

Location: Lincoln Hall, University of Illinois

Agenda: Late December and early January are an important time of the year for student recruitment—early applicants have received notification on their acceptance, and others have just completed their applications for the deadline. On the externship day, we'll take a look at strategies to bring more students into the college, primarily through digital strategies including social media and email.

Externship Mentor: Melissa Kuhl, Digital Media Specialist (LAS '11)

Public transportation? Yes

Parking? Yes, metered (approximately \$10/day)

Wheelchair accessible workplace? Yes

Merkle, Inc., Chicago, IL, Wednesday, December 18.

Merkle Inc. is a performance marketing agency which manages data, media, creative, and other marketing functions for our clients.

Available date: Wednesday, December 18, 2019

Location: 125 S Clark St, 5th Floor, Chicago, IL 60603

Agenda:

- 9:30 arrive
- 10:00 talk with Digital Production Director
- 10:30 talk with Account Director
- 11:00 talk with Creative Director
- 11:30 talk with Creative Strategist

- 12:00 lunch
- 1:00 talk with Media Operations Director
- 1:30-2:30 talk with additional roles if availability can be confirmed (data, media planning, promotions, print production, search, recruiting, HR, operations, project management, QA, developer, etc.)

2:30 dismissed

Externship Mentor: Joe Schmitt, Senior Director of Digital Operations

Public transportation? Yes, we're located in the central loop within a few blocks of Adams/Jackson stops of Blue, Red, Brown, Green, Orange, Purple, and Pink line trains, as well as a few blocks from all METRA lines. Parking? There are parking garages nearby in the \$25/day and up range, not sure if handicapped is available at all

Wheelchair accessible workplace? Yes

Note: We have a summer internship doing QA on the dev team each year, as well as some other internships, which we encourage students to apply for.

Prime Publishing, LLC, Northbrook, IL, Thursday, January 9

Prime Publishing LLC is a digital content publisher that creates and aggregates women's lifestyle content in the cooking and crafting niches. Our group of over 35 owned and operated cooking and crafting properties deliver over 30 million page views monthly. More than 4.4 million readers subscribe to our daily content eNewsletters. Some of our largest websites are FaveCrafts.com, AllFreeCrochet.com, MrFood.com, and RecipeLion.com, among many others. Our model is based on web sites, related opt-in e-mail consumer newsletters, and communities, which consists of blogs, how-to videos, and social media, like Twitter, Pinterest, and Facebook. Our goal is to create engaging communities around each niche topic.

Available date: Thursday, January 9.

Location: 3400 Dundee Road Suite 220, Northbrook, IL 60062

Agenda:

- 10:00am-10:30 – Welcome, company overview, and tour of the office
- 10:30- 11 – SEO overview
- 11-11:30 - Email marketing overview
- 11:30-12 – Promotions overview
- 12-12:30 – Premium content overview
- 12:30 to 1:30 – Lunch with alumni
- 1:30-2 - Graphic Design overview
- 2-2:30 - Operations overview
- 2:30-3 - Marketing overview
- 3-3:30 – Management overview and Q&A

Externship Mentor: Dana Byerwalter (LAS '09), Senior Content Editor and Training Manager

Public transportation? Yes; from Chicago, take the Milwaukee District North Metra Line to the Lake Cook Road stop, then take the 635 bus to the Huehl Sorrel stop. Walk 10 minutes.

Parking? Yes, we have a free parking lot for the building that includes handicapped spaces

Wheelchair accessible workplace? Yes

Pixo, Urbana, IL, Wednesday, January 15

Pixo is a small consulting company in downtown Urbana that creates custom websites and applications for companies all over the U.S. We offer everything from design, branding, user experience consulting, full development of software, hardware integrations, support and work with our varied clients from the beginning vision of a project through testing and delivery to market.

Available date: Wednesday, January 15

Location: 110 W. Main St. in Urbana, IL.

Agenda: We plan to start the day at 10am, have a lunch break, and end the day at 3pm. The morning and afternoon 2-hour blocks will include presentations, shadowing, and Q&A related to the following:

- What is it like working at a consulting company.
- What are project teams like and what are basic frameworks and strategies used to complete projects (i.e. Scrum, Agile, JIRA, estimation, etc.).
- Intro to project management
- Intro to quality assurance
- Intro to content strategy and UX
- Topics might vary based on relevant interests of students applying for the externship

Externship Mentor: Nicole Moore (LAS '14), Project Manager

Public transportation? Yes. MTD stops at Lincoln Square (lines Red, Green, Orange, Grey, Bronze, Gold, Ruby, Silver)

Parking? Available but not free. Best place to park is the Urbana parking garage on Main which has mobile meter (approximately \$4.25 a day)

Wheelchair accessible workplace? Yes. Our building is on the second floor but we have a back entrance with a chair lift. A code is required to get into the building. If using a wheelchair we recommend entering through the back in Goose Alley.

Note: Students will have to sign an NDA

The Black Sheep, Chicago, IL, Thursday, January 16

The Black Sheep is a marketing and media organization founded at U of I and based out of Chicago. We aim to connect college students with brands at universities across the United States with a variety of media, marketing and data packages..

Available date: Thursday, January 16

Location: 110 W. Main St. in Urbana, IL.

Agenda: Any internee can expect to spend time shadowing team members from media, marketing, and operations departments within the company, seeing how a small firm goes about its day. Additionally, they will have question and answer sessions with Atish Doshi (CEO of The Black Sheep) and Brendan Bonham (COO of The Black Sheep) who are, by the way, both U of I grads.

Externship Mentor: Brendan Bonham (LAS '08), Chief Operating Officer

Public transportation? Yes, we are in the Chicago Loop located near the Art Institute.

Parking? Yes, but it is expensive.

Wheelchair accessible workplace? Yes.
