

# — imagewest —

# INTERNSHIP

— ADVERTISING • DESIGN • PR • MARKETING —

An Advertising and Public Relations Agency at Western Kentucky University

Let's get real. Having a degree is a must, but to get a real-world job you need some real-world experience. That's where we come in. We're an award-winning, student-staffed AD & PR agency here at WKU. We do real work with real deadlines for real clients. And we're looking for people like you: innovators, creatives, problem-solvers. We want you to bring that inner drive and use it to create some awesome work with us. At Imagewest, you won't be fetching coffee. You'll be running lead with your own clients. So what do you say? Want to show the real world what you can do?

**Name:** \_\_\_\_\_

Intern Application Semester:     Fall     Spring     Summer    (Please check all that apply)

**Intership Position?** *(You may apply for more than one position. If doing so, please number selections by preference)*

- Account Executive**  
Be the point-of-contact between 3-4 clients. Coordinate with creatives to schedule and execute work. Research client needs and sell Imagewest's services and solutions.
- Graphic Designer**  
Design visual solutions for clients' needs and business objectives. Develop graphics and layouts for print and online use.
- Public Relations Coordinator**  
Develop public relations strategies that will influence public opinion or promote ideas, products, or services. Write press releases and other media communications to promote clients.
- Copywriter**  
Write copy for advertisements, social media, articles, newsletters and other items that promote client goals.
- Web Designer**  
Create responsive websites either from hand-coding, WordPress themes, or other CMS. Provide maintenance and troubleshoot.
- Videographer and/or Photographer**  
Record and edit events and small scale video productions for television, internet, social media and film. Focus on smaller productions like commercials, documentaries and training videos for clients.
- Social Media Manager**  
Develop a social media strategy and set goals to increase brand awareness and engagement. Manage multiple social media channels and clients
- Marketing Specialist**  
Help clients advertise products and services. Develop marketing strategies, brand identities, or create marketing campaigns with the help of the creative team.
- Sales**  
Focus on driving revenue by selling advertising solutions to new and existing clients. Monitor and understand competitors, research advertising trends, obtain clients by cold calling, networking, prospecting and successful negotiations.
- Other** \_\_\_\_\_  
Do you have skills that you think would be a great fit, but aren't listed? Example: HR, Management, etc.

## Application Must Include:

- Resume
- Cover Letter
- Application
- Sample Works

## Work Samples:

Please provide at least three samples of your best work. Example may include: writing, graphic design, websites, apps, campaign strategies, SWOT analysis, press releases, PR calendar, blog posts, proposals, social media work or strategies, etc. You may submit work created for a previous internship, job, class or personal project.

**Be sure to describe any previous related experience in your cover letter.**

**Completed applications and questions should be directed to Mass Media & Technology Hall 325.**

**APPLICATIONS ARE DUE**

## Introduce yourself:

---

NAME	WKU ID		
MAJOR	TRACK/ CONCENTRATION	MINOR	EXPECTED GRADUATION DATE
YEAR (FRESHMAN, SOPHOMORE, ETC.)	OVERALL GPA		GPA IN MAJOR
ADDRESS			
PHONE	EMAIL	WEBSITE (IF APPLICABLE)	

---

HAVE YOU PREVIOUSLY APPLIED AT IMAGEWEST? IF SO, WHEN?

### Your Skills: *(Please check all that apply)*

- Strategy
- Creative
- Copywriting
- Event Planning
- Graphic Design
- Photography / Film
- Proofreading
- Public Relations
- New Business
- Research
- Social Media
- Web Design

### You are: *(Please check all that apply)*

- A Critical Thinker
- Trustworthy
- Patient
- A Problem Solver
- A Team Player
- Respectful & Tolerant
- Outgoing
- Energetic
- Persuasive
- Self-Motivated
- Ambitious
- Compassionate
- Friendly
- Independent
- Optimistic
- Dependable
- Open-minded
- Versatile

### Program Proficiency In: *(Please check all that apply)*

- InDesign
- Photoshop
- Illustrator
- Wordpress
- Dreamweaver
- Word
- PowerPoint
- Excel
- Lightroom
- After Effects
- AVID
- Facebook
- Instagram
- Twitter
- Pinterest
- Muse
- Final Cut Pro
- Other \_\_\_\_\_

## References

Please list two professional or academic references who can attest to the quality of your work. Do not use family members.

---

NAME AND TITLE	EMAIL	PHONE
NAME AND TITLE	EMAIL	PHONE

---

## Commitment

Imagewest isn't a class. It's a business with real clients, hard deadlines, and quick-turnover projects. You won't be in the sandbox anymore; you'll be playing with the big kids. You'll be expected to take initiative, be resourceful, take responsibility, and collaborate to deliver quality work to clients and maintain a rewarding experience for you and your peers. If you think you're tough enough to handle that, you'll walk away with invaluable work experience and internship credit. *(Class credit available to some majors.)*

Since we're a serious agency, we require a serious time commitment. The internship will require approximately 16 hours per week Monday-Friday from 8 AM – 4:30 PM. During those 16 hours, you're expected to work hard and complete projects in a timely manner. By applying for an internship with Imagewest, you are acknowledging that you understand and agree to the level of commitment the agency and its clients will demand.