

COPYWRITING INTERNSHIP

- UNPAID PART-TIME HOURS || MONDAY THROUGH FRIDAY BETWEEN 9A-6P
- MUST BE FOR CREDIT
- VEHICLE PREFERRED, COMPANY ACCESSIBLE BY BUS

OVERVIEW OF INTERNSHIP & RESPONSIBILITIES

70%
CREATIVE

- brainstorm creative concepts
- write copy
- screen footage & search for visual references

20%
COLLABORATIVE

- assist with research for new initiatives related to creative pitches, production, and design
- attend relevant team meetings and client calls
- research competitors, trends, and developing markets

10%
ADMINISTRATIVE

- cover phones during lunch
- run necessary errands as needed

WHO SHOULD APPLY

College students majoring in marketing and advertising who are genuinely interested in gaining a better understanding of copywriting and the creative advertising process. This person should be a passionate and effective writer, articulate, organized, and eager to learn. The perfect candidate will be a go-getter, self-reliant, and willing to work hard to stand out.

APPLICATION PROCESS

Cover letter to include:

- internship availability (date range and/or semester and days of week if limited)
- general availability to meet in person or by phone.

E-mail resume, samples of writing - preferably creative advertising executions (i.e. print, social, video scripts, etc.), and cover letter to: internship@viewpointcreative.com

Use subject line: Copywriting Internship Application

Viewpoint Creative will review resumes up to 3 months prior to the start of a semester. Only a portion of applicants will be interviewed based on resume/sample submissions. Due to the high volume of applicants (particularly in the Summer sessions), not all submissions will receive a personal correspondence in return. To alert you that your resume is received, you will get an auto-reply. If you have further questions about the internship, please write to internship@viewpointcreative.com and include something relevant in the title ("internship questions"). For more company information and to review our work, please visit www.viewpointcreative.com.