

# United States Jobs Expertini®

## Account Management Intern | Fall 2024

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Company: Wasserman

Location: Boston

Category: other-general

Wasserman powers the business of sports, music, entertainment and culture. Founded in 2002, Wasserman represents many of the world's most iconic sports and entertainment figures, music artists, brands and properties, empowering them to shape culture and captivate audiences worldwide.

Wasserman Next Gen connects brands with the next generation of consumers. From high school to college and into young adult life, the team takes an audience-first approach, using unrivaled access to understand the passions and interests of these consumers, generate ideas that resonate, and deliver hyperlocal, culturally relevant engagement at scale.

Wasserman Next Gen's integrated approach allows clients to understand and engage with Gen Z and Millennial consumers through custom research, peer-to-peer, social and digital, experiential, media, and community integration strategies.

Headquartered in Los Angeles, Wasserman operates globally across 27 countries and more than 62 cities, including New York, London, Abu Dhabi, Amsterdam, Hong Kong, Madrid, Mexico City, Toronto, Paris and Sydney. For more information, please visit [www.teamwass.com](http://www.teamwass.com).

### Internship Overview

We are looking for an Account Management Intern to join our rapidly growing team of college

and youth marketing enthusiasts. As an Account Management intern, you will be part of our client services team and actively contribute to the success of our key account marketing campaigns. This is a hands-on learning opportunity to get a feel for what it's like to work and be successful in an agency environment.

## **Key Responsibilities**

Work on projects with the Wasserman Next Gen team on key accounts for nationally renowned brands

Participate in team brainstorming to help develop new, creative ways to engage the target audience and capitalize on trends

Assist in sourcing top-tier brand ambassadors and or student influencers for campaigns

Share insights into current student consumer habits and behaviors

Perform other duties, as assigned

## **Requirements**

You are currently enrolled in a college or university and pursuing a degree in Marketing, Communications, or related field

You have an eye for up-and-coming Gen-Z based trends, and you're a creative thinker that is willing to travel outside of the box for the right solutions

You have an unmatched work ethic

You have the availability to contribute 15 hours a week over the course of the 10 weeks

## KEY FALL 2024 DATES

Our Fall 2024 internship application is currently live and set to close on May 17, 2024.

Interviews will take place June-Aug.

This internship program starts on September 10th and ends on November 15th, 2024.

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