



LeadDog Marketing Group Business Development Internship Description 2007

Here is your chance to combine your career interests with a working internship!

LeadDog Marketing Group, a full-service event marketing and brand promotion agency based in New York City, is searching for interns to become part of our team and to help with ongoing projects.

Job title and role:

The Business Development team is responsible for developing new client relationships and securing new programs. Just about all new LeadDog programs are spearheaded from this division of the company, including relationship-building, program ideation and deal-making.

Responsibilities include:

- Participate in brainstorming sessions and aid in the development of creative ideas for new programs
- Conduct research on program needs (e.g. venues, permits, supplies) and help create budgets for potential programs
- Maintain contact lists of new business leads
- Help create presentation decks and leave-behind materials
- Prepare and manage the shipment of targeted promotional mailers
- Create and update company case studies of all events and programs for use in presentations and mailings

This internship is available for the Fall of 2007 (and could lead to an ongoing/permanent position for the right person) LeadDog offers a flexible schedule and transportation reimbursement. Candidates who can work 24+ hours per week will be given priority consideration. LeadDog is located on West 25th Street in Manhattan, between 6th and 7th Ave.

Interested? **Contact Sheka Ellison via e-mail at sheka@leaddogmarketing.com.** Please include a cover letter outlining your availability (specify hours and days). Also, describe your skills as they relate to the qualifications above, and outline your interest in the above fields. Please attach your resume (in MS Word format).

A little about us:

Recently ranked number 27 on Promo Magazine's top 100 agency list, LeadDog's diverse client list includes: ABC-TV, NASCAR, AOL, USA Network, Big Brothers Big Sisters, Vitamin Water, Madison Square Garden, World Wrestling Entertainment, SELF Magazine, Men's Fitness Magazine and charitable organizations such as the American Cancer Society and the American Red Cross. With 50 full time staff and an in-house design team, our services include live events, mobile tours, grassroots/buzz marketing, street teams, sampling programs, websites, re-branding campaigns, contests/sweepstakes, and hospitality. For more information on LeadDog, check out www.leaddogmarketing.com.