

# ADVERTISING AND COMMUNICATIONS CAREER FAIR

INTERNSHIPS ♦ ADVERTISING ♦ COMMUNICATIONS ♦ MARKETING ♦ MEDIA ♦ PUBLIC RELATIONS

Wednesday, February 10, 2016

## American Family Insurance

<https://www.amfam.com>

Our vision statement puts things clearly: To be the most trusted and valued customer-driven insurance company. Our purpose is to inspire, protect and restore dreams because we know that what matters most to our customers should matter most to us. No matter your background, there are many educational, career and advancement opportunities at American Family.

### Current Opportunities

*Dream Bank Internship, Marketing Internship*

## Bader Rutter

<http://www.baderrutter.com>

Bader Rutter is the premier business marketing agency in the U.S. We're an integrated full-service shop of 250, headquartered just outside Milwaukee with offices in Chicago and Lincoln. Many of our clients are at the intersection of food and agriculture, and our expertise extends to other industries. We've been named to the Milwaukee Journal-Sentinel's Top Workplaces in southeastern Wisconsin for all six years of the awards' existence, and offer a true work/life balance at the core of our culture.

### Current Opportunities

*PR/Social Media Internship, Analytics Internship, Production Coordinator, Account Assistant*

## Bliss Communications

<http://www.blissnet.net>

Bliss Communications Inc. is a family-owned media company that's been in business under the same ownership for 132 years. Bliss owns and operates daily newspapers, weekly publications, radio stations, several websites and digital marketing services.

### Current Opportunities

*Advertising Sales, Digital Solution Sales, Journalists, Broadcasting*

## C. Blohm & Associates

<http://www.cblohm.com>

Serving more than 25 clients from San Francisco to Stockholm, C. Blohm & Associates is a PR firm specializing in the education and special-needs industries. We build brand awareness, manage corporate reputations, increase customer engagement, and boost company growth.

### Current Opportunities

*Digital Coordinator*

## Capital Newspapers & Madison Design Center

[http://host.madison.com/capital\\_newspapers/jobs/](http://host.madison.com/capital_newspapers/jobs/)

Capital Newspapers publishes the State Journal and The Capital Times. Both newspapers are designed by the Madison Design Center, which is situated across the street from Capital Newspapers.

### Current Opportunities

*Capital Newspapers - Summer News Reporting Internship, Copy Editing Internship, Features, Reporter, Sports Assistant  
Madison Design Center – Advertising Sales Rep, Newspaper Page Designer, Designer Intern*

## Chicago Portfolio School

<http://www.chicagoportfolio.com>

Chicago Portfolio School is a 12-15 month, comprehensive portfolio program for people who want jobs as designers, copywriters, art directors, and web/UX designers...everyone who needs a portfolio to get a job ...at advertising agencies, interactive agencies and design firms.

### Current Opportunities

*Providing the skillsets for those aspiring to be creative in advertising and design: copywriters, designers, and art directors*

## Chicago Twenty Something, Inc.

<http://www.chicagotwentsomething.com>

A marketing and event planning company that creates the best bar crawls, booze cruises, tasting festivals and more!

### Current Opportunities

*Full-Time Marketing Associate, Summer Marketing Intern, Part-Time Event Coordinator*

## Colle + McVoy & Exponent PR

<http://www.collemcvoy.com> & <http://www.exponentpr.com>

*Colle + McVoy* – We believe that creativity can transform business problems into human solutions. We modernize brands. Winner of local and national "Best Places to Work" consistently for 5 years in a row.

*Exponent PR* – In a world overwhelmed by competing messages, we maintain a singular focus: building lasting connections through belief in your brand. Winner of 2015 Boutique Agency of the Year.

### Current Opportunities

*See our website @ [www.colleymcvoy.com/careers](http://www.colleymcvoy.com/careers)*

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## Community Shares of Wisconsin

<http://www.communityshares.com>

Community Shares of Wisconsin supports 67 nonprofit organizations working to build a just and sustainable community.

### Current Opportunities

*Communication and Marketing Intern*

## Cramer-Krasselt

<http://c-k.com>

At C-K we make friends, not ads. Our friend-making mindset not only drives our ideas, it also drives our structure. This philosophy has fueled our growth, making C-K the nation's second largest independent ad agency and places us among the top 20 advertising and digital firms in the country.

### Current Opportunities

*Summer Internships, Assistant Account Executive, Assistant Media Planner, Analytics Analyst, PR Manager, Junior Copywriter, Junior Art Director, Front-End Developer, Digital Media Operations Coordinator*

## The Creative Company

<http://thecreativecompany.com>

The Creative Company is an award-winning public relations and digital agency. The Creative Company has also been recognized as one of the best places to work in Dane County. We are a group of experienced, talented, passionate and committed communicators, artist, writers and developers who have chosen to do great work for people who are making a difference in the world.

### Current Opportunities

*Content Marketer/PR Pro, Social Media and PR Intern*

## Discover Mediaworks

<http://discovermediaworks.com>

Discover Mediaworks is a full-service advertising and marketing agency that also produces television programs, including our flagship Discover Wisconsin. Discover Mediaworks staffs all agency positions as well as videographers, writers, producers, editors, audio engineers, etc.

### Current Opportunities

*Interns: General marketing, graphic design, social media, audio engineer, production assistant*

## EM Search Consulting

<http://www.emsearchconsulting.com>

EM Search Consulting is a digital marketing company based in Chicago specializing in creating customized marketing plans for local, regional and national businesses. Created in 2012 by Olin Erickson and Matt Makris, EM represents over 75 clients with SEO, PPC management, Web Development and more.

### Current Opportunities

*Digital Marketing Intern, Copywriting Intern, Web Design Intern*

## ESPN Madison (Good Karma Brands)

<http://goodkarmabrands.com>

Madison is frequently named the nation's best college sports town. ESPN Madison is the best place for local and national sports talk, and features signature events such as ESPN Wisconsin College Gameday. It's just one way that we strive to bring fans and marketing partners together year after year.

### Current Opportunities

*Summer Internship Program for credit*

## ExactDrive

<http://www.exactdrive.com>

ExactDrive is a programmatic online advertising company. We buy media across numerous targeting components and ad exchanges. We provide a self-serve platform with managed services available.

### Current Opportunities

*Sales Intern, Trafficking Intern, Account Management Intern*

## Fallon

<http://www.fallon.com>

At Fallon we believe creativity is the last legal means to gain an unfair advantage over your competitors. We call it creative leverage because, at the end of the day, the work has to, well, work. The idea needs to create behavioral change, an intended action or response; otherwise, it's a glorified art project. Fallon's mantra is "Be the Ones, Do the Things."

### Current Opportunities

*Internships available in Creative, Strategy, Social, Media, Account Management, and Production*

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## Golin

<http://golin.com>

At Golin, we possess the power to inspire and create change. By embracing new technologies and pushing boundaries, we help our clients adapt and win in a constantly changing world. Using our revolutionary g4 model, our specialist communities use proprietary tools to plan and execute powerful campaigns designed to create positive change for our clients. We're looking for nice guys who want to Go All In for our Chicago office's summer 2016 internship program.

### Current Opportunities

*Summer Internship 2016*

## Hoffman York

<https://hoffmanyork.com>

Hoffman York is a full-service, independent marketing communications agency located in Milwaukee. We work with national and local clients including Yamaha, Wahl Home Products, Wisconsin Lottery, and Napoleon Grills and Fireplaces.

### Current Opportunities

*Ongoing need for interns, entry-level positions in Client Services and Media may become available soon*

## Ideas That Evoke

<http://www.ideasthatevoke.com>

At Ideas That Evoke, we create, narrate and manage brand experiences in the social space. Working with Fortune 50 companies and entrepreneurial brands both globally and domestically, we've been innovating the social agency space since 2009.

### Current Opportunities

*Assistant Account Executive, Social Media Marketing Intern, Public Relations Intern*

## Influence Health

<http://www.influencehealth.com>

Influence Health provides software that helps healthcare organizations engage and activate patients where they are, in a personalized way, for impactful outcomes. We do this by offering both a digital marketing cloud for healthcare marketers and a Population and Patient Engagement suite for clinicians.

### Current Opportunities

*Campaign manager (2-3 positions available)*

## Kinetic Worldwide

<http://kineticww.com/global/>

Kinetic is the global leader in understanding how brands can connect with people's lifestyles and the environments they engage with. Our expertise and insight allow us to deliver solutions for our clients that achieve ambitious brand and marketing goals.

### Current Opportunities

*Winter Internship (Chicago); Account Services Specialist (Los Angeles); Account Services Specialist, Aviator Account Services Specialist, Target Health Account Services Specialist (New York)*

## Lessiter Media

<http://lessitermedia.com>

Lessiter Media was founded in 1981 by Frank and Pam Lessiter. The firm provides niche content magazines, newsletters, websites, international conferences, books, DVDs, management reports and e-newsletters in agricultural and equine industries.

### Current Opportunities

*Editorial Intern, Marketing Intern, Digital Media/e-media Intern*

## Mid-West Family Marketing

<http://midwestfamilymarketing.com>,

<http://midwestfamilybroadcasting.com>

Mid-West Family Marketing is a Madison-based, full-service, integrated marketing agency. We have 7 radio stations, a full-service, digital marketing company, and an events division.

### Current Opportunities

*Client Services Coordinator*

## Mindshare

<http://www.mindshareworld.com>

Mindshare is a global media agency with billings in excess of \$34.5 billion annually. We are in 86 countries with more than 7,000 employees at our 116 offices.

### Current Opportunities

*Entry-Level Associate Media Planning, Entry-Level Associate Digital Investment Group, Entry-Level Associate Analytics and Insights*

## MorganMyers

<http://morganmyers.com>

We are a strategic communications firm that builds, protects and promotes great brands that help feed the world. We use traditional, digital and innovative strategic communications to tell our client's story.

### Current Opportunities

*See [morganmyers.com/careers](http://morganmyers.com/careers)*

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## Northwoods Web Solutions

<http://www.northwoodsoft.com/Northwoods.htm>

Northwoods is a digital solutions company located in Milwaukee. We provide custom digital marketing, website design, mobile app and software solutions to clients around the country. We have a very free and relaxed work environment. You can do what you want with your office space, dress the way you want, and even work from home if you need to. All employees and interns get two monitors, the latest hardware, and free popcorn on Thursdays. No need to wear shoes around the office. (The boss doesn't.) We also have kids and dogs occasionally running around the office.

### Current Opportunities

*Digital Marketing Internship for Summer 2016*

## Prosper Strategies

<http://prosper-strategies.com>

Prosper Strategies is an integrated digital marketing and PR firm that helps industry challengers, change makers and ground-breakers get noticed and get ahead.

### Current Opportunities

*Summer Internship, Associate Account Executive*

## Purple Strategies

<http://www.purplestrategies.com>

Purple Strategies is a boutique strategy firm. We bring together a unique blend of experts from the brand and political worlds to create integrated campaigns that shape opinion and inspire action. We help organizations ascend.

### Current Opportunities

*Seasonal Associate*

## RotoWire

<http://www.rotowire.com>

RotoWire is a fantasy sports company that provides content to partners such as ESPN, Yahoo, DraftKings, FanDuel, SiriusXM, BleacherReport, NBA.com, and a number of other respected companies in the sports industry. We also have RotoWire.com, a subscription-based website that caters to both year-long and daily fantasy. In addition to the four major sports (NFL, MLB, NBA, and NHL), RotoWire also covers CFB, CBB, Golf, Soccer, MMA, Cricket, NASCAR, and eSports (League of Legends, Dota 2, and Hearthstone).

### Current Opportunities

*Sports Writer, Content Assistant, Summer Internship*

## Starcom Mediavest Group

<http://smvgroup.com>

Starcom Mediavest Group architects connected human experiences to create value for our clients through precision marketing, content and technology solutions. Ranked the number one global network by Ad Age, SMG partners with the world's leading marketers and more digital disruptor brands than any other agency network. With 8,000 employees and 110 offices worldwide, SMG's network includes our three agency brands Starcom, Mediavest and Spark; content brands LiquidThread, MRY and Relevant24; and ad tech units, RUN, Audience On Demand and more.

### Current Opportunities

*Entry Level Associate, Summer/Winter Internships*

## Thirsty Boy

<http://www.thirstyboy.com>

Thirsty Boy is marketing refreshment. We apply everything we've learned from ad agencies, dev houses, design shops, social media one-offs, PR firms, and mouth-breathing personal nerderly to arrive at technical, emotional and conceptual solutions.

### Current Opportunities

*Potentially offering summer positions in Design, Strategic Planning, and Digital/Social Media*

## Today's TMJ4 – E. W. Scripps Company

<http://www.tmj4.com>

WTMJ-TV, virtual channel 4, is an NBC-affiliated television station located in Milwaukee.

### Current Opportunities

*Supplying a printed copy of current open positions*

## UW Athletic Communications

<http://www.uwbadgers.com>

As the public relations arm of the Wisconsin Athletic Department, UW Athletic Communications is responsible for all the dealings with the news media covering Wisconsin Athletics, maintaining our official website, and keeping historical records for all 23 of UW's varsity sports.

### Current Opportunities

*Our recruitment period begins in late March/early April to hire 10-12 students to work during the school year, and 2-3 students to work during the summer.*

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## UW Athletic Department/Video Services

<http://www.uwbadgers.com>

Video Services has three main functions: shoot, edit and deliver practice/scouting/game film cut-ups for UW coaching staffs; generate content for UW broadcast/digital channels; live event production/streaming for all online video boards, Student U broadcasts, press conferences and other events as needed.

### Current Opportunities

*Multimedia Journalists (2), Coaching Video Assistants (10-12), Student U, Scoreboard (20-25), Creative Content Assistants (5)*

## UW Division of Recreational Sports

<https://recsports.wisc.edu>

Rec Sports provides opportunities for students to play hard, get fit, and live well at UW-Madison. Our marketing and communications team is responsible for representing our brand in creative and engaging ways. We are a passionate and hardworking group with a commitment to inspiring students to stay active on campus.

### Current Opportunities

*Brand Ambassador, Graphic Designer, Photographer, Social Media Assistant, Videographer, and Webmaster*

## UW International Internship Program

<http://internships.international.wisc.edu>

The International Internship Program (IIP) identifies, cultivates and promotes high-quality internship opportunities that advance the professional training of UW-Madison undergraduate students, fosters global competency, and reinforces academic learning through practical application.

### Current Opportunities

*A variety of domestic and international internships are available*

## Walker Sands

<http://www.walkersands.com>

Walker Sands is a technology and B2B public relations firm located in the heart of downtown Chicago. Our clients include Fortune 500 corporations, fast-growing high-technology companies, professional service firms and more. We offer a wide array of communication services from content creation to SEO.

### Current Opportunities

*Summer Internships*

## Wisconsin Center for Investigative Journalism

<http://wisconsinwatch.org>

The nonpartisan, nonprofit Wisconsin Center for Investigative Journalism is housed in the UW-Madison School of Journalism and Mass Communication. WCIJ is increasing the quality and quantity of investigative reporting in Wisconsin, while training current and future generations of investigative journalists. Its work fosters an informed citizenry and strengthens democracy.

### Current Opportunities

*WCIJ operates a year-round, paid internship program. Positions include investigative reporters, and public engagement and marketing assistants. In addition, WCIJ occasionally hires reporters, photographers, data analysts and mapping experts for paid freelance projects.*

## Wisconsin State Journal

<http://host.madison.com/wsj/>

The Wisconsin State Journal is Madison's daily newspaper, and the second-largest daily paper in the state.

### Current Opportunities

*Summer News Reporting Internship, Copy Editing Internship, Features, Reporter, Sports Assistant*

## WKOW Television, Inc.

<http://www.wkow.com>

WKOW is the ABC Affiliate in Madison and is part of the Quincy Broadcast Group, a family-owned company with 15 stations (ABC, NBC, FOX, CW) in 8 states.

### Current Opportunities

*Throughout Quincy, positions are available for candidates with all levels of experience and the advancement you are seeking. Visit [www.careersatquincy.com](http://www.careersatquincy.com) for links to all stations and opportunities.*

## Woodward Communications, Inc. / Community Publishing Division

<http://www.wcinet.com>

WCI is a multimedia communications company employing over 500 employee owners at 14 locations-servicing communities in Iowa, Wisconsin, Illinois and customers throughout the nation. With its corporate headquarters in Dubuque, Iowa, WCI is owned by the Woodward family and its employees through an Employee Stock Ownership Plan. The ESOP owns approximately 97% of the company.

### Current Opportunities

*Reporter, Copy Editor, Photographer, Paid Summer Editorial Internships for TH Media in Dubuque, Full-Time Reporter at TH Media in Dubuque*

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## **WORT 89.9 FM**

<http://www.wortfm.org>

WORT 89.9, a non-profit educational radio station located in downtown Madison, broadcasting to south central Wisconsin for 40 years and now streaming online and podcasting.

### **Current Opportunities**

*News, Talk and Public Affairs Internships for Summer 2016 and Fall 2016*

## **WSUM Student Radio**

<http://wsum.org>

WSUM is UW Madison's student-run radio station. We are a non-profit organization providing 24-hour programming that helps fulfill our mission to incorporate community outreach, education in broadcasting, and alternative programming in media.

### **Current Opportunities**

*WSUM offers year-long paid student leadership positions. Students can also train to become DJs or part of the news team.*

## **WUD Publications**

<https://union.wisc.edu/get-involved/wud/>

The Wisconsin Union Directorate Publications Committee provides leadership opportunities in publishing, and celebrates and promotes reading and writing on campus. We provide creative outlets for UW-Madison students through our journals, lectures with established authors, mentoring programs with professionals in the journalism and publishing industries, experience planning an awesome literary festival, and more.

### **Current Opportunities**

*Student Org, position varies by magazine*

## **ZenithOptimedia**

<http://www.zenithoptimedia.com>

ZenithOptimedia is a leading global media services network with over 7,500 people working in 262 offices across 74 countries. We are part of Publicis Groupe, the world's third largest communications group, and the world's second largest media agency group.

### **Current Opportunities**

*Media Trainee Program, a full-time, paid position*