

MADE Internship Program

STUDENT INFORMATION SESSION





What is the MADE Internship Program?

We care about who you are, not who you know.

Created by the ANA Educational Foundation (AEF) in 2018, the Marketing and Advertising Education (MADE) Internship Program is a national internship program that matches students with summer marketing and advertising internships at top companies.

MADE functions as a "Common App", standardizing a complicated process, democratizing access and making it easier for bright students to enter the industry, regardless of school, major or industry connections. We strive for a candidate pool that is racially, ethnically, socioeconomically and geographically diverse, and a better reflection of our population which will lead to a stronger, more representative industry.

What are you looking for in a candidate?

01

Candidate Qualifications

- Undergrad Juniors & Seniors graduating between May 2023 & May 2024
 - All schools and majors
-

02

Candidate Traits

- Analytical critical thinker
- Leadership potential
- Diversity in thought or experiences
- Clear communicator
- Passionate

What companies do you partner with?

A sample of the ad agencies, media companies, nonprofits & brands hiring MADE interns.
We are adding new partners everyday.



dentsu



KOHL'S

L'ORÉAL



McCANN

MSL

NBCUniversal

The New York Times



SEPHORA



VIACOMCBS

VISA

+ WUNDERMAN THOMPSON

How do I apply?

01

Application dates

- The application opened August 15th, 2022
- The application closes January 27th, 2023

02

Application components

- The application form
- Resume (cover letter is optional)
- Academic letter of recommendation
- Digital interview including a timed writing sample

*All these materials must be submitted by the deadline to be considered.

<https://aef.com/made-students/>



How can I make my application stand out?

Resume

- PDF strongly recommended!
- Chronological order with most recent experience at the top
- Include involvement in clubs, leadership positions, case competitions

Academic letter of recommendation

- Typically written by a professor
- Should include insight into skills such as communication, intellectual curiosity and creativity
- Bonus points for examples of critical thinking, research or analysis

Digital Interview

- Three timed questions: 45-60 seconds to prep, one redo per question. Answers will range between 45 seconds - 2 minutes. One timed writing sample: 8 minutes.
- Be as natural as possible!
- Tip: whenever possible, data & analysis should be at the core of your answer



How does the selection process work?

Once an application is complete, our team reviews it and determines if we'd like to move that candidate to the next round consisting of a live interview.

The live interview is our opportunity to get to know you better and understand where you may be a fit.

After the live interview, our team will determine if a candidate should be moved to our finalist candidate pool.



What does it mean to be a finalist?

Finalists are shared with MADE partner companies we feel they are a match for.

Example: A candidate is interested in art direction at an ad agency in NYC or LA- we will share their resume, letter of recommendation and video interview with ad agencies in NYC & LA hiring art direction interns.

If a company is interested in a candidate, they will reach out directly to schedule next steps. Any offer will come directly from them.

*The more flexible a candidate is, the more likely they'll be shared with many companies.

**Not every finalist is guaranteed an offer. We may love a candidate but they just may not be a fit for any of our partner companies. There are more finalists than there are slots in the program.



What are the benefits of being a MADE Intern?

- You get PAID! (no unpaid internships allowed here)
- You'll be a part of the MADE network consisting of other future industry leaders
- You'll get to connect with your MADE cohort throughout the summer during virtual (and hopefully in-person) social events
- You'll be assigned a mentor from our network that YOU get to select
- You'll have early access to our online Certified ANA Marketing Student course
- You'll be automatically registered for our Summer Web Series sessions
- You'll forever have access to the AEF for career advice, connections to recruiters, job opportunities and invitations to exclusive events.

What other things should I know?

We do the heavy lifting of your internship search for you

Instead of blindly applying to dozens of positions and sending your resume into a recruiting black hole, we'll get you directly in front of recruiters who value & trust our candidate recommendations.

You'll be exposed to new & different opportunities

There are organizations & roles that you might not even know about or thought to apply to. We expose candidates to new opportunities and companies to new talent.

We review candidates on a rolling basis

The earlier you complete your application, the better. Some companies recruit in September/October. If you don't want to miss out on those opportunities, make sure you get your application in ASAP!

We maintain a wait list

While we'd love to accept every candidate, we have limited capacity. We'll have a wait list for strong candidates that we don't have an opportunity for at the moment. Since we continually add new partners, it's possible we'll pull candidates off the wait list to fill those roles.