

# 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 2026 & May 2027
  - Graduate students
  - All schools and majors
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02

## Candidate Traits

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



# How do I apply?

01

## Application dates

- Application opens on August 18, 2025
- Priority Deadline: October 17, 2025
- Final Deadline: January 23, 2026

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

- Must be 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?

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1. Our team reviews your entire application
2. Selected applicants are invited to a live interview with an AEF team member
3. Strong candidates become FINALISTS!





# What does it mean to be a finalist?

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As a MADE Finalist:

1. We share your application materials with partner companies that align with your interests, skill set, flexibility, and housing
2. You'll also receive our internship opportunities via email and are expected to apply directly to those roles
3. Companies will contact you directly to schedule next steps. Any internship offers will come from them—not from AEF.

Please note: Being a finalist does not guarantee placement. Flexibility, professionalism, and responsiveness increase your chances of securing an offer.

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- Respond to all AEF emails and updates within 48 hours
- Follow all stated deadlines, if you can't please communicate
- Treat digital interviews like live ones—be prepared, intentional, and professional
- Stay actively engaged throughout the process—including mentorship
- Be honest about your time and capacity—do not overcommit
- Represent yourself and the MADE Program with integrity and professionalism

# Finalist Expectations



# 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.





# What are the benefits of being a MADE Intern?

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- 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 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.



***Any* Questions?**