

Digital Media Buying Internship

About Us

Harmelin Media is a full-funnel media agency headquartered in Philadelphia, PA. Over the past 42 years, we have grown into one of the largest independent media agencies in the country with billings approaching one billion dollars.

Our growth has been driven by our commitment to our clients, our employees, and our community. We pride ourselves on customizing strategy to each client and evolving roles to fit each employee's strengths. The proof is in the unparalleled tenure of both our clients and our staff.

If you are looking for a career that offers opportunities to forge a strategic vision, innovate through technology or nurture a client relationship in the advertising industry, Harmelin is interested in learning more about you!

Harmelin Media internships are unpaid but can be completed for academic credit. Scheduling is flexible. Many of our interns work two to three days per week.

About the Position

The Digital Activation team handles all forms of online advertising including search engine marketing (SEM), display, video, mobile and paid social media. The role of the intern is to learn the basic principles of media buying by assisting in the research, development, and implementation of online media buys under the direct supervision of experienced media professionals. This is an excellent opportunity for anyone curious about the digital media industry.

Specific Responsibilities

- Provide general administrative support to the media team
- Support the buying process
- Create POVs (points of view) about various publishers we are considering
- Compile screen shot decks for live campaigns and post reports
- Become familiar with ad serving platforms including AdWords, PointRoll, and Dart
- Compile bi-weekly reporting updates for client
- Perform campaign optimizations
- Interact with media sales representatives coordinating educational seminars
- Attend vendor meetings as required
- Assist in competitive analyses
- Keep informed of relevant issues affecting the advertising industry
- Review and reconcile media invoices using the company billing system
- Other duties may be assigned as necessary to meet company needs

Keys to Success

The ideal candidate will have the following skills and experience:

- Strong written and verbal communication skills
- Ability to work in a team environment
- Proficient computer skills, especially Microsoft Outlook, Word, Excel and PowerPoint
- Detail-oriented
- Strong organizational, time management and multi-tasking skills

Contact Information

Please submit a cover letter and resume to interns@harmelin.com. Decisions about interviews will be made on a rolling basis.

Harmelin Media is committed to building a diverse, equitable, and inclusive workplace, and is proud to be an equal opportunity employer. We will consider all qualified applicants for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.