

Wolf & Shepherd

LOS ANGELES

Company: Wolf & Shepherd

Position: Marketing Intern Summer 2019

Wolf & Shepherd, a men's performance dress shoe line, is designed for the high-performing young professional. As a fast-growing lifestyle brand, we are on a mission to debunk the myth that classically styled dress shoes can't have modern technology comforts. We have had early success designing and selling our beautiful (and comfortable) dress shoes, and we are continually looking for ways to innovate and grow our brand.

Learning Outcomes:

- Understand breadth of brand management responsibilities including business analysis, applying consumer insights to business strategies, developing product pipeline, and supporting products
- Present insights and recommendations by synthesizing data from a variety of sources including syndicated data, primary or other secondary sources

Intern responsibilities may include:

- Market Research and Analysis
 - General research on current apparel & footwear trends
 - Competitive analysis
 - Research on pricing, distribution, and merchandising
- Innovation
 - New product research and analysis
 - Product pipeline recommendations and commercialization of product concepts
- Marketing & Support Plans
 - Analyze specific customer strategies; recommend approaches
 - Assist with development of marketing and communications materials
 - Assist in tracking program results and periodic reporting
 - Assist with social media channels

The ideal candidate has a keen interest in marketing for a values driven organization and possesses the basic knowledge of marketing principles through coursework or prior work experience.

- Current student in MBA program with Marketing and/or General Management concentration(s) preferred
- Interest in Fashion/Retail & E-Commerce Industry
- Excellent attention to details with strong organizational skills
- Ability to multi-task with excellent follow-through and task completion
- Strong oral and written communications skills and sense of humor

- Strong team player, ability to work with diverse cross-functional teams
- Creative problem solver; able to work independently to produce quality results
- Thrives in fast-paced environment
- Proficient in Microsoft Office applications: Word, Excel, PowerPoint, Outlook