

# *Wolf & Shepherd*

LOS ANGELES

## **Company: Wolf & Shepherd**

### **Position: Public Relations Internship 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:**

- Get real world experience in all aspects of a startup brand's public relation needs; including email outreach, phone outreach, building and maintaining editor relationships, building and maintaining influencer relationships, etc.
- Create and present briefs for product launches, company news, and other brand stories for all types of media
- How to positively influence the narrative around a startup brand and make a difference in terms of media inclusion, planning meaningful events, and increasing brand awareness.
- Work with influencers and celebrities

### **Intern responsibilities may include:**

- Fully support company's PR strategy and execute it in different phases
- Create and curate engaging content
- Communicate and build relationships with current or prospective clients
- Effectively utilize company's social media and blogs
- Create and distribute press releases
- Assist in administrative duties
- Photoshop/Photo editing
- Build and update media lists and databases
- Schedule, coordinate and attend various events
- Perform research and market analysis activities

The ideal candidate has a keen interest in creative public relation strategies that drives a brand forward as a whole and possesses working knowledge of fashion and grassroots brand building. This person must be a self-starter and an energetic learner who has the ability to adapt quickly and learn from mistakes.

### **Qualifications:**

- Incredibly strong written and oral communication skills
- Current student receiving a degree in Communications, Public Relations or Marketing
- Interest in Fashion/Retail & E-Commerce Industry
- Excellent attention to detail with strong organizational skills
- Ability to multi-task with excellent follow-through and task completion
- 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 Adobe Creative Suite: Photoshop, Lightroom, Illustrator, Premiere Pro