

CENTRAL INTELLIGENCE AGENCY

2012 INTERN DOSSIER

(54)

DBO: # 1

NAME
NUM

infuz

No.

INTERN PROGRAM —SUMMER 2012

infūz

YOUR ASSIGNMENT AWAITS

Prospective Infuz Interns: a few words of wisdom
(and warning) before we continue...

First, thanks for your interest in joining the Infuz team. In selecting where you'd like to spend your summer, we're thankful to have sparked your interest. We'll assume you've been to our site and know what we do, but in the event you're sending a generic interest letter to every agency in town: **we're a digital creative agency focused on creating interactive experiences between brands and their consumers.** In addition, we're serious pinball enthusiasts and fiercely competitive foosball players.

Infuz is a tight-knit group of people working toward enhancing and developing new platforms for consumers, brands, and people like us to live in the digital space (the internets). Everyone is awesome at what they do and the good news for you is that we have room for a few (equally awesome) interns this summer.

NOW FOR THOSE WORDS OF WARNING

You won't be fetching coffee for two months.

We want (and expect) you to play an active role in the work we produce. You won't be put through "hell week" or subjected to wearing any type of costume or doing anything we wouldn't do ourselves. We're looking for active participants and team members who can assist and ultimately contribute to the success of Infuz, while gaining real-world experience and an understanding of what it takes to hang when you're looking to join full-time.

There's nowhere to hide.

We take pride in and remain committed to our smallish agency team and culture. Because we keep our roster in check, everyone tends to step it up, everyday. If someone simply isn't hacking it, everybody soon knows.

Ultimately, you must be radical in your own unique way.

When we say radical, we don't mean to have the newest BMX bike or be up on the latest *Pitchfork* band of the week. Our culture is strong, but never complete, so we're interested in people who are distinctively unique (treasure troll collectors, pet rock owners, fashionistas, etc.) and unapologetic about it. Everyone on the planet is a nerd: embrace it, live it, love it. However, if you are up on good music, please make us mix tapes and if you own a sweet BMX bike, be prepared to do tricks during lunch.

IF YOU'RE STILL READING, LET'S DO THIS.

WE'RE LOOKING TO FILL THE FOLLOWING ROLES THIS SUMMER:

Account Service

- Study and understand our clients, their brands, and marketing challenges they're currently, or may soon be facing.
- Assist in opening new jobs, writing assignment briefs, developing estimates, and creating statements of work.
- Assist in coordinating and preparing creative and strategy presentations for clients.
- Assist in our social media strategy and execution for Infuz.

Account Planning & Market Research

- Have a passion to get into the hearts and minds of consumers who use digital media.
- Use every tool at your disposal and always ask yourself "why?"
- Develop and document insights about the consumers you study: what do their thoughts, feelings, and behavior mean to our clients?

Art Direction / Design / Animation

- Design through a wide range of mediums and techniques, creating work for client campaigns, programs, and promotions.
- Layout and design site comps, storyboards, emails, banners and more using Adobe Photoshop and Illustrator.
 - » Adobe InDesign, Flash and Dreamweaver experience is a plus.
 - » Experience with After Effects and motion is even an bigger plus!
- Creative and internet savvy [able to navigate social networks].
- Proficient in Microsoft Office tools (Word, Excel, PowerPoint).
- Hardworking and able to multi-task (research, design, presentations, etc.).
- Establish a high standard of quality for work and projects from idea conception to client presentation.

Development / Programming

- Craft semantic and valid HTML/CSS markup from Photoshop documents.
- Code rich browser experiences with DHTML, Ajax, XML, JSON, familiar with at least one popular JavaScript framework; bonus points for additional client-side acronyms.
- Develop websites and web services in Microsoft.NET C# ASP.NET (MVC and/or Web Forms).
- Relational database design and development, usually with MS SQL Server.
- Jacks-of-all-trades are appropriately respected.

Social Media

- Monitor Social Media Channels for relevant information and engagement opportunities
- Interact with an audience in relevant and meaningful ways
- Report on KPI's and provide analysis on Social Media activity

Video Content Specialist

- Ability to script, storyboard and compose shot lists
- Experience with audio/video/lighting
- Experience with AfterFX, Final Cut or equivalent software
- Comfortable working with a variety of audio/video hardware and cameras

Copywriting

- Develop concepts surrounding a variety of clients and marketing programs.
- Create brand identities and personalities, working collaboratively to further understand interactive mediums for clients to explore their presence in.
- Write headlines and supporting copy for current, as well as prospective clients.
- Proof Copy Decks and Format Proposals.
- Provide content to the Infuz social network channels.
- Assist in research for the Creative Team.
- Assist in our social media strategy and execution for Infuz.

RULES OF THE ROAD

You must be a college Junior or Senior.

- Rare exceptions made, but get in touch and we can discuss your situation.
- Your field of study should be relevant to the role you seek (e.g. No Agricultural Science or Metallurgical Engineering majors.)

You must be willing to work between 20 and 30 hours per week.

- We'll accommodate your schedule, especially if you have another job, but you must maintain between 20 and 30 hours a week.
- The Summer Program runs from June 4, 2012 until August 3, 2012.

This is a non-paid internship. Academic credit ONLY. (Please be sure to check with your school).

- Bummer, right? Well, that depends on how you look at things...
 - » We've worked paid internships where we did make the coffee and wore the costumes, but learned very little in the process.
 - » We've also worked unpaid internships where the focus was on an education of the work and business—leaving two months more qualified and prepared to enter the actual job market, because a salary trumps two months of ten dollars an hour in our opinion.

We're located in St. Louis, Missouri.

- You'll find us on the fourth floor of the historic Curlee Building in downtown Saint Louis at 10th and Washington Avenue.
- The neighborhood is vibrant, full of culture, and great food seems to exist in every direction.
- Choose how you'll get to work everyday, and we'll cover you. We'll either pay for your parking spot or pick up the tab for your public transit.

CONTACT INFORMATION

Infuz

611 North 10th Street
Suite 400
Saint Louis, MO 63101
314.548.8000

Onward Bold Traveler! Send us your portfolio, book, demo reel, links, resume, cover letter, requests, inquiries, and dreams to: work@infuz.com.

Copyright 2012 Infuz. All rights reserved. No part of this publication may be reproduced in any form, stored in an information retrieval system, or shared with a third party without prior permission from the copyright owner.