

NIKE+ DALLAS



DALLAS INTERN

THE FUTURE IS BRIGHT. PREPARE TO LEARN
MORE ABOUT BRINKLEY FIELD.

MARCH 12, 2016
74°/61°

THE BEST PROJECT. THE BEST TEAM.

My Internship Experience.

NIKE CENTRAL BRAND INTERN

Member of Nike+ Leader Bar team for The University of Texas at Austin with the main objective to drive Nike+ membership on campus. Devised and guided execution of multiple on- and off-site Nike showcase and retail events. Participated in Nike Cross-Functional Summer Internship Project with 11-person team of Nike interns.

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#TEXASTOUGH

Exposure I gained this summer.



BRAND

Crafted the consumer journey from beginning to end in meticulous detail.

DIGITAL

Created and designed digital rewards for Nike+ Leader Bar consumer.

INSIGHTS

Lead daily interactions with consumer to gather insights and further understand consumer journey at Nike+ Leader Bar.

NIKE+ SERVICES

Mastered the ins-and-outs of our Nike+ Services and the consumers' interactions with these services.

PROGRAM MANAGEMENT

Currently manage day-to-day operations as Nike+ Leader Bar specialist.

PURSUIT OF EXCELLENCE.

Lessons learned from Texas Soccer.

DIVISION 1 STUDENT ATHLETE

Brinkley was a 4-year letter winner for the UT Women's Soccer Team. As a team, they pushed each other to the next level every day. She embraced the struggle of competing on the soccer field and in the classroom at Texas – it brought out the best in her. She enjoys the hard work, believing that focus and a good attitude are keys to her success. She views every practice, every workout, every game as another trial to see what you're made of. This is where her true grit shines.

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RELEVANT NIKE EXPERIENCE.

#JustDolt

NIKE+ LEADER BAR SPECIALIST

Promote awareness and education of Nike+ Leader Bar services, experiences, and drive Nike+ memberships.

SEASONAL ATHLETE AT NIKE DALLAS

Retail associate. Combined full product knowledge and sales techniques to drive sales and build bond between consumer and Nike brand.

NIKEU STUDENT

A boutique course consisting of 12 cross-disciplinary students promoting The University of Texas as the most fit campus in the country with class-produced Nike brand marketing experiences.

MORE ABOUT THE REDHEAD.

Everyone calls me Brinks.

THINKER

My mind is most happy when it's challenged. I find solutions to problems.

CURIOS

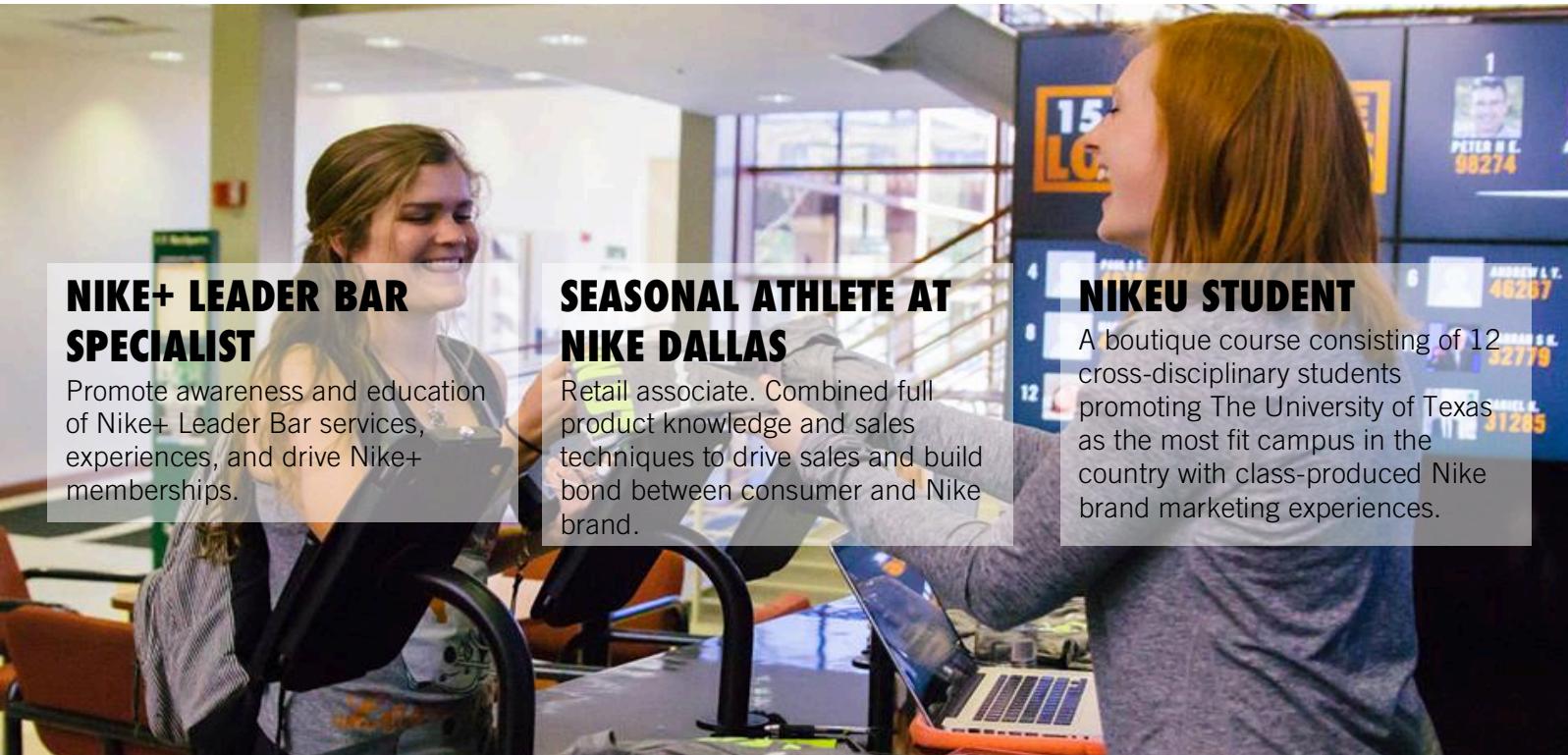
I think that a person should never be bored. There is too much to learn.

PASSIONATE

It comes down to one key truth: work matters. So do it well.

OPTIMISITIC

I'm cheery. I love to laugh. You'll always find me smiling.



STAY CONNECTED.

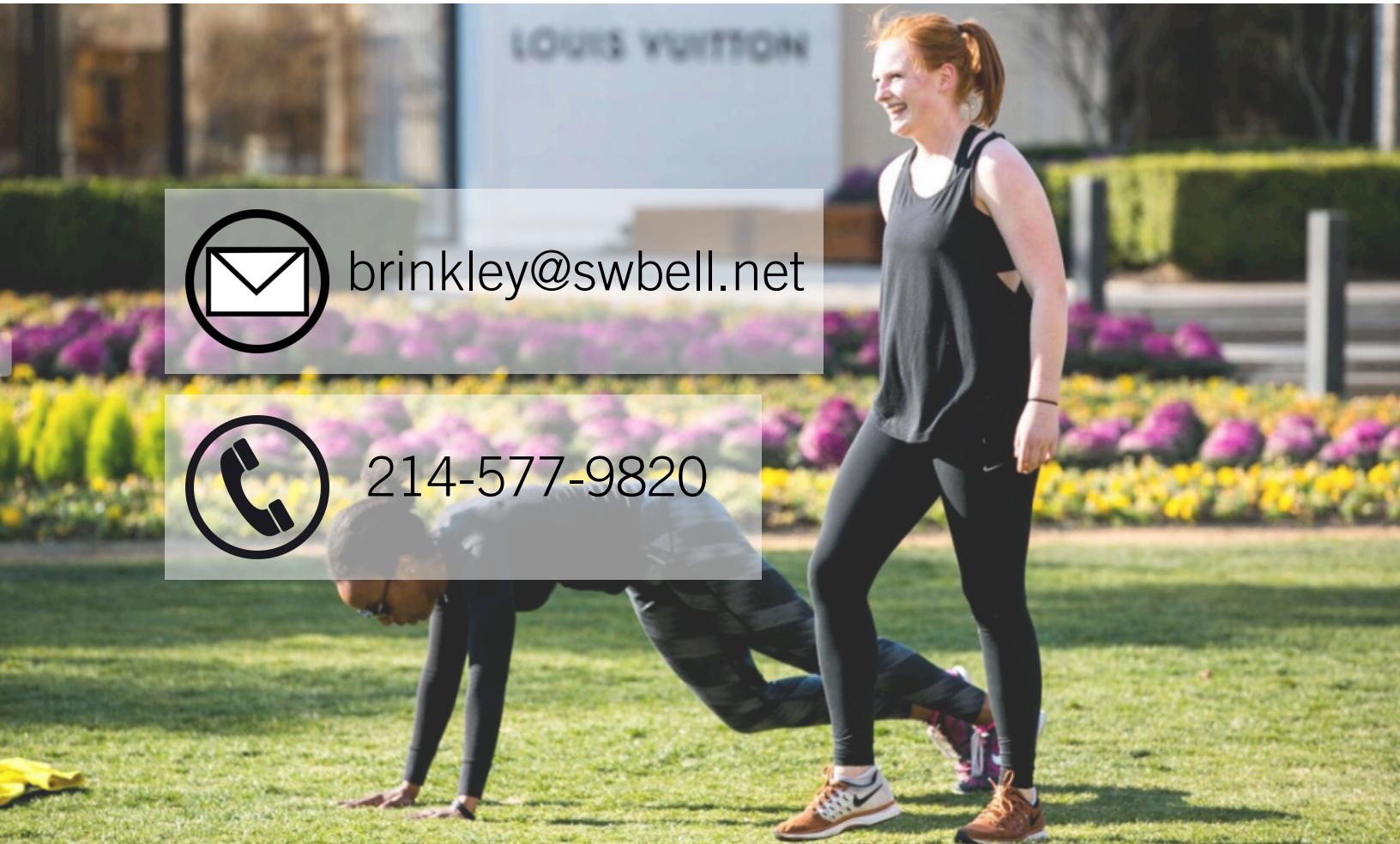
Connect with Brinkley.



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Special thanks to Andy, Heidi, Jordan, Brandon and the entire Central Team for an amazing summer internship experience.



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