

NIKE+ DALLAS



DALLAS INTERN

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

APRIL 27, 2016

74°/61°

THE BEST PROJECT. THE BEST TEAM.

My Internship Experience.

NIKE CENTRAL BRAND MARKETING 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 within Central Territory. 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

Led 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.

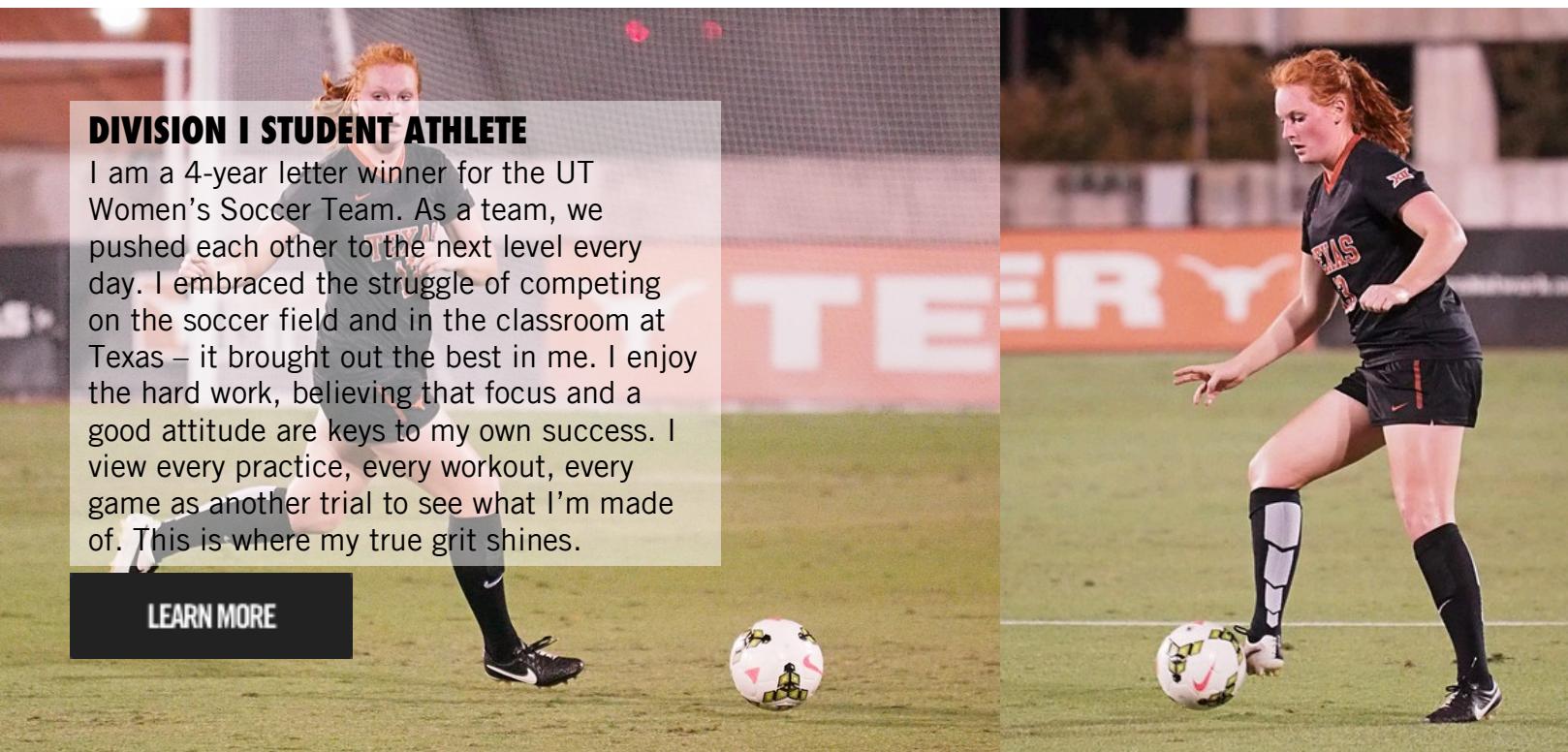
PURSUIT OF EXCELLENCE.

Lessons learned from Texas Soccer.

DIVISION I STUDENT ATHLETE

I am a 4-year letter winner for the UT Women's Soccer Team. As a team, we pushed each other to the next level every day. I embraced the struggle of competing on the soccer field and in the classroom at Texas – it brought out the best in me. I enjoy the hard work, believing that focus and a good attitude are keys to my own success. I view every practice, every workout, every game as another trial to see what I'm made of. This is where my 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 who 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

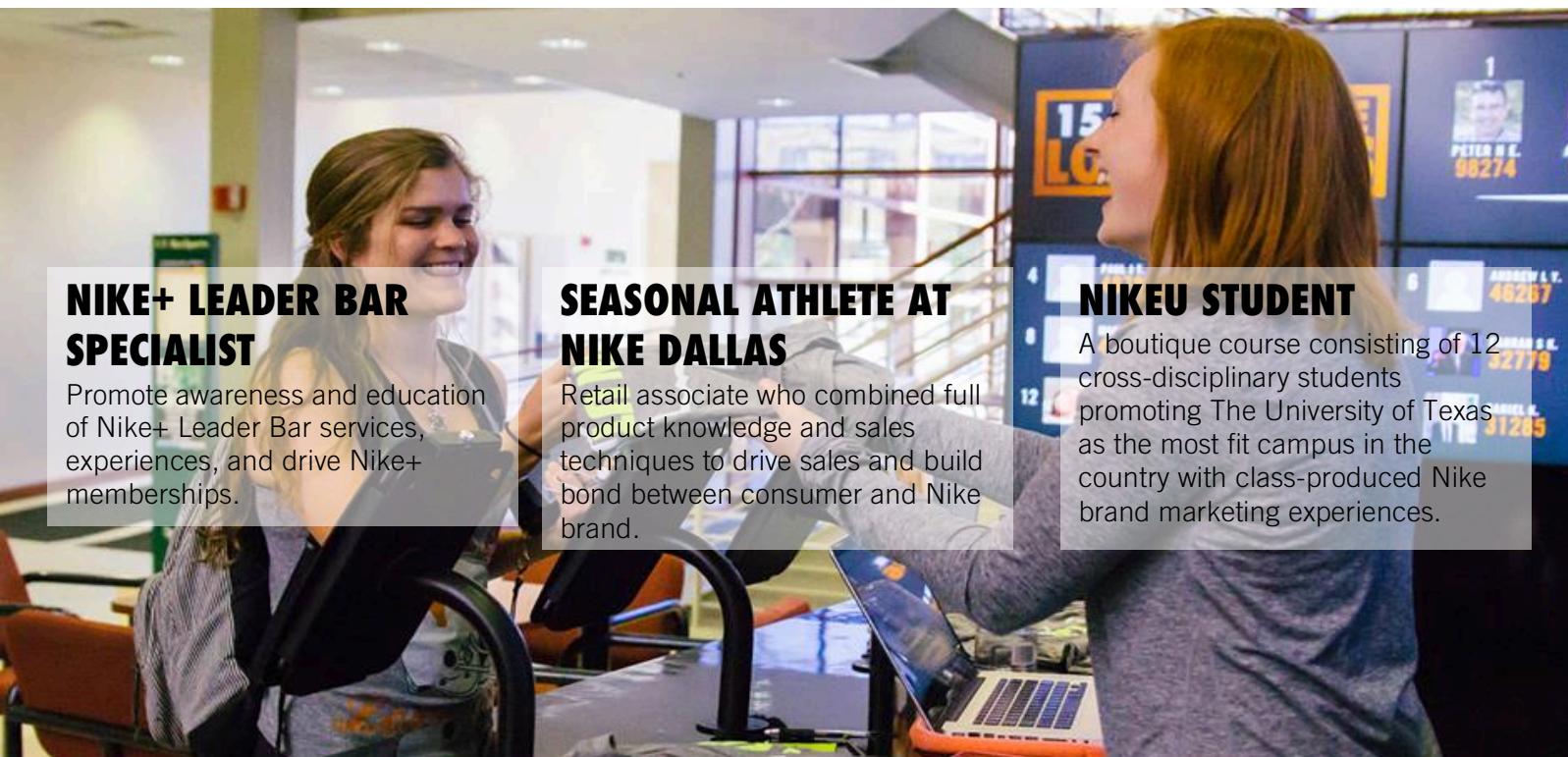
I think that a person should never be bored. There is too much to learn.

AMBITIOUS

I'm a go-getter. I let nothing stand in the way of my goals.

OPTIMISITIC

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



STAY CONNECTED.

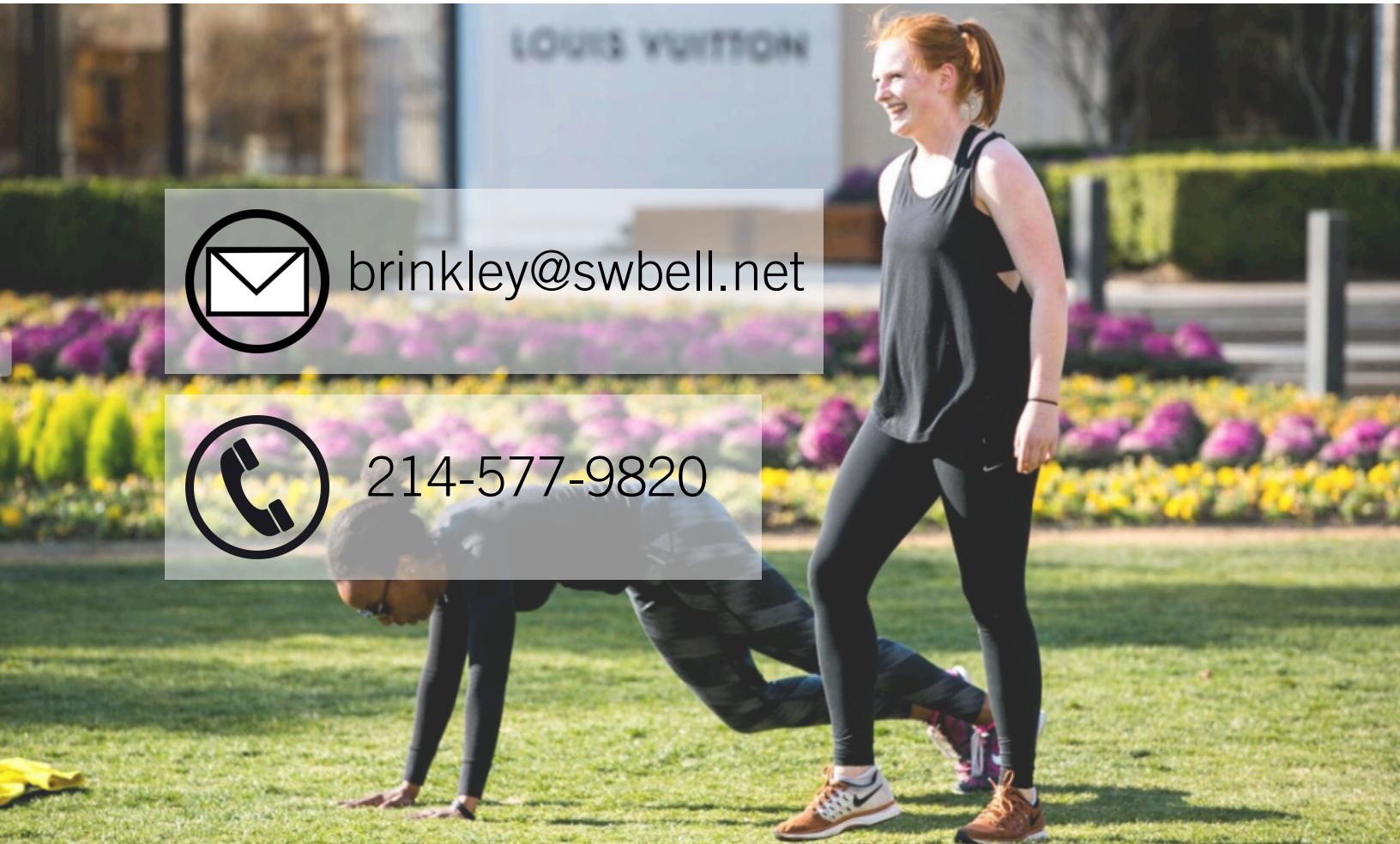
Connect with Brinkley.



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

Further References: Andy Pawlowski, Jordan Rogers, and Heidi Simmons



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