

Yabsera Benyam

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Dear Nike Team,

Growing up in an Ethiopian household, storytelling was woven into every corner of my house and daily life. It was a thread that connected generations, preserved our history, and shaped our understanding through language barriers, wars, and struggles. My mother had an endless repertoire of stories, and my grandmother spoke almost exclusively in fables.

As my appreciation for this grew, I found myself wanting to pursue a role that can make other people feel at home too. That's why I'm drawn to the Brand Narrative Intern position at Nike – it feels like a natural extension of my passion for storytelling. This deep connection has led me to appreciate its power in various forms of media, particularly in how it creatively yet informatively engages with diverse audiences.

To me, brand storytelling means communicating the right product by identifying its unique attributes to the right person in an appropriate way. I strive to strike that balance by understanding the end consumer and their wants, needs, and desires. As a communication major who has spent countless hours agonizing over the intricacies of language and visuals, I have a sensitivity to how messages are crafted and perceived.

This sensitivity is not just about the message itself, but also about connecting with the people behind the audience figures. My focus on language and visuals has been instrumental in understanding how to engage these individuals on a more personal and emotional level. The reason why this is so interesting to me is because I am a people person and I have always been drawn to understanding what motivates them, and what draws them to certain products or ideas. This passion for connecting with individuals on a deeper level drives my approach.

My aspiration to work with fellow storytellers at Nike, a company at the forefront of blending sports, culture, and innovation through storytelling, is driven by my passion for creating impactful narratives. I am drawn to this role not only because it allows me to leverage my natural storytelling abilities but also because it offers a unique platform to learn how narratives can be powerfully employed in brand development and consumer engagement.

At Nike, I hope to gain insights into how global narratives are crafted and adapted across different cultures and mediums. I am particularly keen on learning how Nike's creative teams conceptualize and execute campaigns that resonate on a global scale, maintaining brand integrity while appealing to diverse audiences. This internship presents a unique opportunity to immerse myself in a dynamic and creative environment, where I can contribute my perspectives and grow as a storyteller, understanding the intricacies of brand narrative in the fast-paced world of sports and fashion.

As someone who grew up in a culture rich with stories, coupled with a fascinating mix of experiences, I'm eager to bring my unique perspective to the team. At the end of the day, I am, and always will be, a storyteller at heart, crafting stories that bridge cultures and generations, just as the stories of my childhood did for me. This is my homage to my roots, and what I hope to contribute to society and the Nike team!

Thank you for considering my application and for the potential opportunity to contribute to such meaningful work.

Sincerely,
Yabsera Benyam