

Deadline: March 31, 2014

PULSE Summer Internship Application 2014

Applicant Info:

Name: _____
Email: _____
Phone: _____
College/Course: _____

The PULSE Group - Creative Partners, Inc is a creative consulting and production firm based in Manila and founded by members of the Philippine Diaspora. We provide industry standard, multi-medium, creative services for international and local clients. PULSE is revolutionizing the social enterprise with a hybrid business model, anchored by the cooperative spirit, that provides opportunity for our underserved partners to build passion-driven creative careers.

Questions:

1. Please rank the internship positions in order of preference (top preference = 1, etc). If you are not interested in a position, please mark it with an "X".

_____ Our **creative intern** will assist in the production of multimedia works for PULSE's various projects, including *MNL*, our American television sitcom about young Filipino-Americans living and working in Manila. A sample assignment would be developing our brand identity such as redesigning our logo, business card and website. On the strategy side, you will assist us in developing our promotion and marketing plan, including content for social media. Our creative intern team will also have the opportunity to undergo the entire project development process with one of our clients, including the client meeting and brainstorming, to research and development, culminating in project fulfillment and presentation. Skill in photography (both print and video), illustration, as well as print design and layouts are desired.

_____ Our **business development intern** will work on PULSE's strategy for identifying and securing new clients in our US market. This will include supporting our targeted market research efforts, specifically scoping select individuals and organizations who match our client profile. Expected outputs include the maintenance of our internal record of potential clients and reports of those who have been vetted. Also, the business development intern will collaborate with the creative intern on our website by contributing copy related to PULSE, our mission, services, hybrid cooperative business model and portfolio. This copy will also be used in promotional material targeted toward potential clients.



