Sarah Haroldson

Internship Executive Summary

September 1, 2012

I spent this summer as an intern at Walrus, a full-service advertising agency located in New York City. Walrus’s clients include Amazon, Comedy Central, CW-X, Emergen-C, Fourth Wall Restaurant Group, MSG Varsity, as well as many others. This summer, Walrus was recognized as small agency of the year in the Northeast region by Ad Age, a trade magazine, so it was particularly exciting to share such good news with the company this summer. In addition to this exciting news, the agency added MSG Varsity as a client, a television channel similar to ESPN that covers the tri-state area’s high school sports.

As an intern, my responsibilities varied from day to day. Life in the office at Walrus was always busy, and always changing. One day I would be sending promotional mailers to new business contacts, the next I would be sitting in on creative meetings for Fourth Wall Restaurant Group or working on reports for website analytics. Although there were different tasks to complete all the time, a large part of my work was based around new business research. This involved finding marketing directors of companies that Walrus would be potentially interested in working with, gathering any news related to that company, and reviewing their current advertising campaigns. Once Walrus picked up their newest client, MSG Varsity, I was also able to sit in on meetings about production and casting for their new TV commercials. Overall, the variation of my tasks and all the different things I was able to experience this summer made Walrus an incredible internship!