



## **BOUTIQUE ENTERTAINMENT PUBLIC RELATIONS FIRM SEEKING INTERNS FOR SUMMER 2017.**

Boutique entertainment marketing and public relations firm based in TriBeCa is seeking an intern to join our energetic and creative team summer 2015. Because we're a small operation, our interns play an important role in the conception and implementation of our projects. Interns are exposed to key areas of marketing and public relations and gain valuable hands-on experience promoting a diverse collection of musicians, plays, films, and up-and-coming brands.

Various responsibilities include: research and outreach to niche communities and traditional press outlets, creative brainstorming for partnerships and new business, and much, much more. If you enjoy photocopying, getting coffee, and other mindless tasks you need not apply.

### **Company Description:**

Dubbed a "nontraditional marketing company" by Billboard Magazine, Two Sheps That Pass... began as a music marketing firm with the goal of using non-traditional strategies to promote artists. Since our inception in 1999, our ability to formulate innovative public relations campaigns and marketing strategies, combined with our creativity and out-of-the box thinking, has enabled us to spread our wings across multiple industries.

Our clients now not only include both Grammy award-winning and indie musicians, but also photographers, restaurants, wealth management firms, best-selling authors, human rights organizations, Off-Broadway productions, and more. Our strengths include increasing brand awareness by executing refreshing public relations campaigns, generating mutually beneficial partnership opportunities, and creating unique grassroots opportunities. Some examples of successes include placement of our client's music as the theme song to the first season of NBC's The Biggest Loser; editorial features on/in The New York Times,

The New Yorker, The Huffington Post, Billboard, New York Magazine, Washington Post, San Francisco Chronicle, Rolling Stone, among others; creating interview opportunities on NPR, PRI, NY1, Huffington Post Live, FOX News, and countless regional radio and TV outlets; securing “New and Noteworthy” features on iTunes/Apple Music, specialty playlist placements on Spotify, and inclusion on Amazon genre pages; conceiving a co-branded partnership with Bally Total Fitness for a dance compilation; aligning a client’s tour with Intercontinental Hotel Group’s boutique chain Hotel Indigo; developing charitable music download campaigns for the Food Bank for NYC and Susan G. Komen for the Cure; having clients’ works displayed in museums and galleries; and developing and marketing an international celebrity’s collectible doll line.

### **Internship Requirements:**

Outstanding phone demeanor

Excellent written and oral communication skills a MUST

Internet savvy, proficient with using the net as a research tool

Must be familiar with Word, Excel, and other MS Office applications

Extra brownie points for Adobe Photoshop knowledge

We are looking for our ambitious and self-starting intern to work approx. 24 hours a week (however we are flexible to work around class time).

An opportunity for permanent employment by our company may exist for those candidates that are extremely effective and thorough.

Candidates must submit BOTH a resume and a cover letter to:

[info@twoshepthatpass.com](mailto:info@twoshepthatpass.com)