

# #QUARRY

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**GRAPHIC DESIGN INTERNSHIP • • • • • SUMMER 2020: JUNE – AUGUST | ROANOKE, VA**

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## **THE QUARRY**

Located in Roanoke, Virginia, The Quarry at Eddy Alexander gives interns the tools to sculpt themselves into forward-thinking, problem-solving, agile practitioners in their fields. Our clients span a wide range of industries, including: emerging technology, economic development, higher education, healthcare, professional services, tourism, and more. The Quarry serves as a platform to provide a diverse, hands-on training opportunity for young professionals interested in graphic design, public relations, and marketing in these industries.

You are new to the field, we are experts in ours. The Quarry is a challenging program that will both push and support you on your professional journey. Eddy Alexander is an exciting place for the exchange, implementation, and measurement of ideas in a high growth business environment. Our interns work on real projects and offer valued opinions and expertise. At Eddy Alexander, every employee has a trusted voice, and every project is designed to provide incredible value to clients while creating growth opportunities for our team.

## **CHISELING: GOALS & EXPECTATIONS**

Interns should be self-managed and driven, but not be afraid to ask for direction and feedback to fill knowledge gaps, with a mind towards translating their experiences into meaningful full-time career preparation. The Quarry's hands-on approach is designed to help bridge the gap between what is learned in the classroom and what is necessary in the real world.

Design concepts are, like everything else at Eddy Alexander, created with research and methodology in mind. Interns will learn how to apply data about clients, their market and target audience, and achieve pre-defined goals by giving input in design strategy meetings and working directly within the Adobe Creative Suite on real client deliverables.

Interns are expected to provide input on their scope of work to facilitate the most successful and valuable internship experience possible. Interns will be coached, mentored, and evaluated by their assigned summer sponsor and the Chief Strategist at Eddy Alexander and presented with a certificate of completion at the end of their term. In the past, exceptional candidates have also earned a certificate of achievement, letters of recommendation, and future job offers.

After their time at the Quarry, interns will have a deeper understanding of what goes into marketing, creative design, media planning, public relations campaign processes, and how to deliver meaningful, measurable client results.

## **SCULPTING: INTERN SPONSORSHIP**

Through real-life and immersive experience, interns work with a designated point person who manages daily tasks and the overall internship experience, providing both guidance on how to excel technically and how to think about and document each new experience for maximum long-term career benefit.

Alongside their sponsor, interns will set goals for the program and continually track their progress to ensure that the internship is presenting skills and learning opportunities at an appropriate pace for measurable skill growth.

Interns will be tasked with specific projects and assignments during the day, but are encouraged to take advantage of available programs, subscriptions, certifications, and networking opportunities throughout the time period of the program.

## QUALIFICATIONS

- A portfolio of design work that demonstrates a strong knowledge of graphic design principles, sketching ability, and technical skill within the Adobe Creative Suite
- Proven experience with at least three Adobe Creative Suite programs (I.e. Photoshop, Illustrator, InDesign, etc.)
- Creative problem-solving skills and a willingness to suggest new ideas to contribute to the solutioning process
- Attention to detail and high-level quality standards
- Ability to receive direction professionally, learn from teammates, take initiative, and meet various design challenges
- Willingness to independently ask questions and look for answers
- Strong organizational skills and the ability to manage both time and deadlines
- Strong in-person and phone based professional relationship building skills
- Current enrollment in an accredited undergraduate degree program in communication arts, graphic design, marketing, or advertising is highly preferred; In some cases, documented professional or educational experience that demonstrates clear pursuit of this career path can meet this requirement

## RESPONSIBILITIES INCLUDE BUT ARE NOT LIMITED TO

- Working with a team to explore how a series of design concepts can support each client's short, medium, and long-term business goals
- Working with a sponsor to conceive and build new brand identity elements from the ground up
- Working closely with marketing and advertising team members to realize print, digital, and web executions across a variety of clients and project sets
- Collaborating with Accounts, Production, and Strategy teams to create memorable and cohesive brand experiences
- Assisting creative staff on design deliverables across the entire project lifecycle, from initial brainstorming through project close out

## MODELING

A variety of learning and training opportunities are available through the Quarry, including:

- Google Partner Training and Certification Resources
- Professional marketing events, training, research, and competitions
- Design events, training, research, and competitions
- An internal marketing and design lending library
- Events, trainings, and membership meetings through the Public Relations Society of America, Roanoke Chamber of Commerce, Botetourt Chamber of Commerce, Onward New River Valley, the Roanoke-Blacksburg Technology Council, and more
- Access to multiple business and technology platforms that provide access to thousands of on-demand training courses across a wide variety of professional and skill-based services topic areas

Please email resume, cover letter, and portfolio to Sydni Chernault ([s.chernault@eddyalexander.com](mailto:s.chernault@eddyalexander.com)).

