



Boston
New York
Portland

The VIA Group LLC
34 Danforth Street
Suite 309
Portland ME 04101

207 221 3000 Tel
207 761 9422 Fax
www.vianow.com

VIA Internship Application

Directions: Please fill in the blanks, mark the department(s) in which you're interested and attach your short essay, current resume and any other applicable documents.

Basic Information

Name: _____ Permanent Address: _____
Telephone: _____
E-mail: _____

College Name: _____ Major, Graduation Date: _____

Internship Information

Internship (circle one): Paid / For Credit

Availability: Hours per week _____ Desired start date ___/___/___ Desired end date ___/___/___

Below is a list of departments at VIA. To be considered for (a) particular department(s), please note the description and application requirements before marking your choice(s) in the first column. Checking a column does not guarantee your placement in that department.

X	Department	Description	Requirements
	Art Direction/Design	Provides creative design solutions to strategic problems	Knowledge of relevant programs (Photoshop, InDesign, etc.), book of samples, intense curiosity
	Copywriting	Provides creative writing solutions to strategic problems	Book of samples, intense curiosity
	Production Design	Adapts and refines marketing deliverables to comply with production requirements	Knowledge of relevant programs (Photoshop, InDesign, etc.), book of samples, strong math skills, attention to detail, intense curiosity
	Studio	Aids in maintaining the day-to-day operations of the entire creative team	Attention to detail, intense curiosity
	Media	Supports the media buying and planning team with research and analysis	Comfort with Excel and data analysis, attention to detail, intense curiosity
	PR	Supports public relations team with research, analysis and lead generation	Strong communication skills, attention to detail, expert research skills
	Account Management	Aids the account team with day-to-day client management and organization	Strong written and verbal communication skills, attention to detail
	Web/Interactive Dev.	Aids in the creation of interactive solutions	Knowledge of relevant programs, expert knowledge of the Internet
	Corporate	Human Resources, IT, Administration	Attention to detail, strong communication skills, respect for confidential matters

Essay: In an attached document, please answer **ONE** of the following three prompts in **400 words or less**.

1. Describe a situation that tested your integrity.
2. In your opinion, what was the most effective ad from this year's Super Bowl? Why?
3. Take a cliché or well-known idiom and use it to describe yourself or a situation you've been in (e.g., "in a pickle," "road less traveled," "wrong side of the tracks," "making lemonade out of lemons," etc.).