



**Seed Strategy, Inc.** (a subsidiary of Burke, Inc.) is a fast-paced growth acceleration firm focused on upstream strategy, consumer insight and new product innovation for global Fortune 500 clients. Seed Strategy grows big ideas for brands around the globe, many of which you have likely experienced. Our agency is unique in its mix of strategists, business leaders, entrepreneurs, thinkers, writers, artists, designers, musicians and photographers among others. This mix of strategic and creative talent allows us to leverage each team member's unique strengths across a variety of challenges. Our independent spirit doesn't end with our staff. In a world of corporate holding company giants we are a nimble, mid-sized, employee-owned company where all employees share in the company's growth and financial success. Check us out at [www.seedstrategy.com](http://www.seedstrategy.com).

### **Graphic Design Intern**

This internship will present the successful candidate an opportunity to learn best practices in innovation and strategic design development from a hands-on perspective. The internship is composed of three parts: day-to-day client projects, an independent study project and one-on-one mentoring.

#### *Day-to-Day Job Responsibilities Include:*

- Conceptualize and design solutions to a single problem or client need—these could include promotional marketing pieces, design of product packaging, advertisements and website and event materials, all relying on your training and experience in aesthetics and typography.
- Collaborate with and take direction from senior designers on your teams.
- Contribute to a diverse mix of projects such as branding, new product innovations and strategic marketing consulting projects, which may include team work sessions, ideation sessions and workshops.

#### *Independent Study Assignment Includes:*

- Develop, plan and lead an independent study assignment, customized for each intern; this includes timeline management and insight analysis based on primary and secondary research.
- Assignment culminates at the end of the internship program with a 45-minute presentation to Seed team members.

#### *One-on-One Mentoring Includes:*

- Accelerated development through career mentoring relationships—Seed believes all team members can benefit from personal coaching
- Pairing with experienced employees for coaching throughout the internship
- Opportunity for cross-functional shadowing among teams

#### *The Successful Candidate Will:*

- Thrive in a collaborative atmosphere and using a hands-on approach
- Able to articulate conceptual thinking and provide creative solutions verbally and/or through sketches
- Excellent communication skills
- Be highly self-motivated and have a strong work ethic
- Strong competency in these digital programs: Adobe Creative Suite, Microsoft PowerPoint and Word

Those currently pursuing an undergraduate degree in Visual Design, Communications Arts or equivalent are qualified for this position. A minimum GPA of 3.0 is required.

Resumes must be submitted for consideration. In-person interviews and portfolio review will take place at Seed Strategy, Inc. headquarters. This is a full-time internship and typically last 10 weeks.

### **Inquiries and Correspondence:**

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