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JOB TITLE: Intern, Brand Management
HOURS: Minimum 8 hours per week
REPORTS TO: Manager, Brand Management
LOCATION: Montclair, CA (Los Angeles Metro-Area)

Michael Antonio Footwear Group (MAFG) markets fast-fashion women's footwear to customers throughout the US and internationally under the Michael Antonio label. Frequently featured on runways at NY, Miami, and LA Fashion Weeks and in the pages of *Elle*, *Glamour*, *Lucky*, and *Essence*, for its sexy and modern designs, Michael Antonio shoes are quickly becoming a favorite of fashion-forward women worldwide.

INTERNSHIP DESCRIPTION:

As an intern with the Brand Management department, you will work side-by-side with the team to coordinate marketing activities for all MAFG product lines, while learning the ins and outs of the fashion industry. Responsibilities are a combination of marketing-based and administrative, including but not limited to the following:

- Assist Brand Management team in developing brand-building activities that increase awareness and loyalty.
- Manage and execute sample request process: i.e. field requests from editors/stylists/designers, recommend styles, coordinate shipments and returns, and ensure excellent service levels throughout the entire process.
- Monitor and update MAFG's online sites (www.michaelantonio.com, MySpace, and Facebook pages) on a daily basis to communicate news, upload photos/videos, and interact and engage our external audiences.
- Coordinate and attend Michael Antonio-sponsored fashion events to capture photos for our online sites.
- Track editorial features and update media binders for internal and external use.
- Help team plan and execute promotions and merchandising programs for MAFG retailers.
- Assist team in managing trade show logistics and preparation of related marketing materials.
- Help to develop effective marketing and sales communications for internal and external audiences.
- Help the team in any way you can!

QUALIFICATIONS:

- **You're sharp!** Above all, we need someone who "gets it." You're a fast learner who will ask questions, take initiative, and be thoughtful and resourceful in making decisions, resolving problems, and performing tasks.
- **You're organized, detail-oriented and accurate.** You have excellent follow-through and time management skills and complete projects with a high degree of accuracy. You can manage and prioritize multiple projects and meet and manage your supervisor's expectations. You show up prepared for meetings and discussions.
- **You know Microsoft Office.** You are skilled in Microsoft Office programs (Word, Excel, Outlook, Power Point). Photoshop and Illustrator proficiency is a must!
- **You have passion.** You have a passion for meeting customer needs and exceeding customer expectations.
- **You're persistent and committed to action.** You overcome challenges and make things happen, whatever it takes.
- **You're a persuasive communicator.** You write clearly and concisely and have a charming and intelligent communication style.
- **You're a team player.** You have strong interpersonal skills and can build partnerships at all levels of the organization to achieve corporate goals.
- **You're considering a career in fashion and/or marketing communications.** This internship is best suited for juniors or seniors in college who have prior office work experience.

To apply, please email hr@michaelantonio.com. Please attach a resume and a cover letter with your application.