



IBM, American Express, Cisco, DHL, Nestlé, SAP, Unilever..... Would you like to help identify and build communication strategies for these kinds of companies? If so, you should apply to one of our four exciting internship opportunities within Ogilvy's Consulting Division.

Who We Are

OgilvyOne Worldwide is the strongest, most experienced and most highly awarded one-to-one marketing network in the world. It provides clients with a full range of direct, consulting and interactive services to deliver profitable customer relationships.

Program Overview

Our interns can explore opportunities within the following disciplines:

- Channels – This group has two disciplines; Teleweb and E-mail. The Teleweb group advises clients on how to use call centers to achieve marketing goals via inbound and outbound calls as well as integrating the phone and web experience. The E-mail group advises clients on how to utilize best practices and develop relationships with customers and prospects via email.
- Marketing Analytics – This group makes a measurable impact on client business by using key analytic tools to improve marketing plans. They develop retention and segmentation models for targeted prospect marketing and cross sell efforts.
- Relationship Marketing - "Customer Ownership™, our proprietary approach to CRM, gives us crucial insights about a brand's customers, company, and market. We use those insights to develop and implement impactful communication programs that help our clients build lasting relationships between the customer and the brand. We apply key loyalty marketing strategies to solve client problems and improve customer retention and targeted acquisition.
- Marketing Technology – This group provides back-end support infrastructures that enable data-driven, rules- and trigger-based response management and analytics in support of marketing campaigns/programs, including data management, process redesign, vendor management and fulfillment

Our interns will receive hands on training to perform client work related to the aforementioned areas. In addition, the interns will work on a marketing related group project to gain exposure to the other disciplines with the Consulting group. The intern program runs from A to B date.

Qualifications

We seek first year MBAs with excellent written, verbal and problem solving skills. Qualified candidates are customer-service oriented, self starters, team players, are able to work in a multi-tasking environment with shifting priorities and have knowledge of the key principles of marketing. Consulting and or marketing experience is preferred.

How To Apply

Please send your resume and cover letter to ogilvy.recruitment@ogilvy.com no earlier than December 1, 2007 identifying which discipline(s) above matches your skills and career interests. The subject must read "MBA Internship". Applications received prior to this date will not be accepted. If you are selected, you will be required to interview (at Ogilvy or on campus) with one of our team leaders. Feedback from the interview will be provided to our MBA Intern Panel who will select the finalists for the positions.