



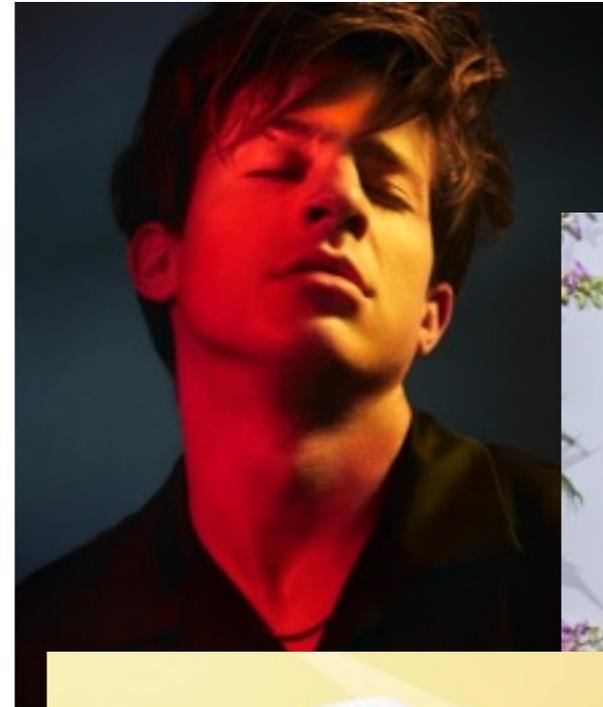
**Kamillah Collins**

Fall 2018

Internship Experience

# Who?

- Atlantic Records is a record label (that just turned 70!) based in NY and LA
- Home to different artist like:
  - Bruno Mars
  - Cardi B
  - Charlie Puth
- Under Warner Music Group (WMG)



# How?

- At the beginning this years summer, I was looking for an internship. I didn't have a particular company in mind, as long as it was still in the creative realm.
- I saw an ad for a Digital Media position at Atlantic Records on [simplyhired.com](https://www.simplyhired.com) and applied.
- Within a week, I had my phone interview with a recruiting manager.
- A month and a half went by and I didn't hear anything. But, On August 15th, I received an email from a team member of Atlantic Records asking for an interview.
- I was hired the next day as the E-Commerce Marketing Intern for the digital media department.

# What?

- help us oversee artist webstores including creating store content (product images and descriptions)
- coordinating product sample photography
- helping manage promo asset production
- brainstorming ideas for new products and promotional campaigns.
- Send out daily updates to the E-Commerce Marketing team to inform them of what's new in E-Commerce
- Send out weekly newsletters with the Digital Marketing Interns



## BRUNO MARS 24K CXC CROSS BASEBALL JERSEY

Availability: In stock

**\$150.00**

[Be the first to review this product](#)

Size

Qty:

**ADD TO CART**



### DETAILS

Online Exclusive! The Bruno Mars 'CxC' Baseball Jersey here was custom designed on a Mitchell & Ness brand baseball jersey. 100% Polyester mesh. The jersey features 'Cross' on the front stitched in navy blue black behind it. Below that, '24K' printed in red. On the back 'Colours' is printed in navy blue below also. Below that '24K' is printed in navy blue as well. Custom patches have been added to the bottom of the front of the jersey featuring "Bruno Mars 24K Magic World Tour" and the Mitchell & Ness patch on this white jersey.

VIEW LARGER





## INVASION OF PRIVACY PHOTO T-SHIRT

AVAILABILITY: IN STOCK

**\$30.00**

BE THE FIRST TO REVIEW THIS PRODUCT

SIZE

Choose an Option..

QTY:

1

ADD TO CART



VIEW LARGER 

DETAILS

THIS WHITE T-SHIRT FEATURES A PHOTO OF CARDI FROM THE INVASION OF PRIVACY ALBUM PRINTED IN BLACK AND WHITE. PRINTED ON A COTTON BLEND. UNISEX FIT.



[VIEW LARGER](#) 

## LUCA BRASI 3 GRIT PULLOVER HOODIE

Availability: In stock

\$50.00

[BE THE FIRST TO REVIEW THIS PRODUCT](#)

Size

Choose an Option... 

Qty:

1 

[ADD TO CART](#)



[DETAILS](#)

This black pullover hoodie features 'Luca Brasi' in white and a number '3' in red in support of Kevin's new project. The hoodie also has a kangaroo front pocket. 70% Cotton/30% Polyester blend.

# **Marketing Madness**

Every semester, Atlantic offers a project for all interns called Marketing Madness. This is separate and additional from the work we are already doing but is a chance for us to work with other interns we don't know on a project for an artist signed to Atlantic or one of its sub-labels.



# Grandson Road Trip Revolution TOUR 2019



San Francisco -December 27

LA -December 29

San Diego -December 30

Phoenix -January 3

Las Vegas -January 5

grandsonmusic.com



# The Other Interns!

We had a great opportunity to not just work together, but also get to know each other.

Everyone has a different background of schooling so it was beneficial to collaborate on things!



# What I learned

- Communication is KEY: Being an intern, it's important to develop good business practices that I can carry with me through the rest of my career.
- Be TIMELY: The music industry has everything to do with people. There are a lot of moving parts to satisfy a lot of personalities and get deals met. Pumping out results in a timely fashion allows, for a fast turn around time in case the people you are working with want something changed.
- Do Good WORK!:. This is probably the most valuable lesson. Produce work that you're proud of and know you're boss will appreciate. Find things that you care about with the work and implement a level of care into it.

