

## **THE NETWORK ADVISORY**

The Network Advisory (TNA) is a Los Angeles-based advisory syndicate specializing in talent, brand, and venture acceleration. With a wealth of experience spanning decades, TNA leverages an extensive network and abundant resources to propel its clients forward. Anchored by industry-leading relationships in venture capital and deeply rooted in sports, media, and entertainment, TNA provides invaluable guidance to foster enduring, impactful connections for its clients. Our expertise encompasses talent management, corporate partnerships, venture consulting, and brand experiences, ensuring focused and expert support for our clientele.

***TNA proudly represents & manages three distinguished football players from the University of Florida: DJ Lagway, Shemar James, and Tank Hawkins.***

## **TNA 2024 INTERNSHIP PROGRAMS**

TNA is currently seeking interns for various departments as part of our 2024 Internship Program. Interns will have the opportunity to gain comprehensive experience within our company. Please note that these internships are unpaid; however, we do provide the chance to earn school credit. This position is part-time and may be conducted remotely.

### ***Internship Opportunities:***

- **Sports Marketing:**
  - Facilitate the management of all deal flow involving brands and talent, ensuring the tracking and confirmation of deliverables.
  - Maintain and update the TNA marketing tracker consistently with brand and talent deal leads.
  - Proactively conduct research on companies, brands, and potential talent to identify opportunities for collaboration.
  - Assist in the preparation of reports, recaps, and case studies upon the conclusion of campaigns or project terms.
  - Contribute to various marketing activities, including:
    - Social media marketing
    - Brand strategy development
    - Sponsorship coordination
    - Digital marketing and advertising efforts
    - Market research initiatives

- Email and cross-media marketing campaigns
  - Preferred proficiency and experience in social media marketing, brand strategy development, sponsorship coordination, digital marketing and advertising, market research, and email and cross-media marketing.
  - Perform additional duties as assigned.
  
- **Communications & Public Relations:**
  - Press release writing
  - Development of media lists
  - Management of TNA newsletter system, including writing, database, and developing creative assets
  - Assist in the management of the TNA social media channels
  - Research relevant news and information pertaining to the company and clients
  - Weekly website blog writing (must have familiarity with WordPress)
  - Assist with necessary outreach
  - Perform other duties as assigned
  
- **Digital & Graphic Design:**
  - Assist our team in developing and designing new branding and graphics for internal use and potential clients.
  - Refine existing company proposal materials and templates.
  - Take initiative in researching and developing design skill sets.
  - Assist with various current internal projects.
  - Be proactive and thoughtful in ways we can improve our digital presence.
  - Perform other duties as assigned.
  
- **Social Media & Content Creation:**
  - Assistance in updating all TNA social channels.
  - Assist our team in developing, creating, and implementing social media content as well as planning and strategies for The Network Advisory and clients.
  - Provide day-to-day management of TNA social media accounts, including but not limited to, weekly and monthly reporting and community engagement.
  - Stay up-to-date on new graphics, social media tools, and best practices, and inform the rest of the team.
  - Perform other duties as assigned.

- **Operations:**
  - Support the CEO, VP, and Management of the company in maintaining up-to-date company information and paperwork.
  - Responsible for maintaining and tracking all client and executive invoices, travel arrangements, gifting, etc., as directed by the Office of the CEO.
  - Responsible for supporting the maintenance of client grids, which include client opportunities, outreach, calendar, and deal flow.
  - Responsible for collecting meeting materials from assistants/interns and filing them into Google Drive folders.
  - Conduct research to identify key market trends for client opportunities.
  - Conduct research on brands, potential clients, and potential partnerships (including company valuations, demographic reports, dossiers, etc).
  - Lead bi-weekly intern meetings to discuss company operations, identify new opportunities for clients, and provide program feedback to the leadership team.
  - Perform other duties as assigned.
  
- **Talent (Commercial and Sports):**
  - Support the CEO, VP, and Talent Brand Manager with maintaining up-to-date client availabilities, materials, and documents.
  - Conduct outreach to brands as assigned by TNA Leadership and Executives.
  - Attend and contribute to meetings as assigned with TNA Leadership and Executives.
  - Identify potential opportunities and partnerships for clients.
  - Keep track of all expenses for core clients and TNA executives, and report them back to the TNA Operations team.
  - Responsible for maintaining client grids, which include client opportunities, outreach, calendar, and deal flow.
  - Perform other duties as assigned.

**Time Requirements:** Flexible; interns are expected to dedicate approximately 25-30 hours per week, with adjustments made to accommodate university requirements, particularly when earning school credit. We are committed to collaborating with you to establish a schedule that aligns seamlessly with your academic obligations.



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**To Apply:**

- Please send your resume and any examples of previous work to [hello@thenetworkadvisory.com](mailto:hello@thenetworkadvisory.com).
- Please list which internship from the list above interests you in the subject line.
- Please send any other questions you may have to [hello@thenetworkadvisory.com](mailto:hello@thenetworkadvisory.com).