



Media Coordination Intern – Summer 2025

As a Media Coordinator Intern, your role is to assist the Epicosity media team in delivering marketing messages to a client's target audience. You will provide support in researching media tactics and executing comprehensive media strategies. Your work will span across media tactics and primarily include executing advertising campaigns on digital channels including social media, programmatic, and search.

You will be present for discussions with clients about media strategies, media execution and tracking and ensuring accurate delivery for successful campaign outcomes.

What You'll Do:

- Assist in building and managing media plans, handling both traditional and digital channels, Collaborate with the media team to ensure smooth execution, including tracking setup, tagging, and dashboard management.
- Work closely with the Media Buyer / Planners to understand strategic goals, audience segmentation, budget, and timing for campaigns. Collaborate with the Media Operations Specialist on campaign execution, pre-launch tracking setup, tagging, dashboarding, and reporting.
- Regularly gather and analyze campaign performance data and present findings and insights in client-facing reports.
- Assist in brainstorming and planning media campaigns for clients
- Create and evaluate media results while maintaining budget oversight to maximize return on investment.

What You'll Gain:

- **Knowledge in Platform-Specific Tools:** Google Ads, Meta Ads Manager (Facebook/Instagram), TikTok, SnapChat, LinkedIn, The Trade Desk (TTD) and other campaign managers
- **Knowledge on Website Tagging and Tracking:** Google Tag Manager (GTM) and general process knowledge around website tagging and tracking for campaign performance.
- **Knowledge on Audience Segmentation and Data Analysis:** Tools such as Google Analytics and Customer Data Platforms (CDPs) to understand and leverage audience insights.
- **Knowledge on Data Visualization Tools and Reporting**
- **Knowledge on Process Knowledge:** Experience working from a media brief with a team, building a detailed media plan, and collaborating with team members to execute and optimize campaigns effectively.

What We're Looking For:

- You have strong communication skills for effective client interactions and internal collaboration
- You are motivated by challenges and enjoy the balance between creativity and analytical thinking
- You have excellent communication and relationship skills, and you enjoy staying on the cutting edge of the media landscape.
- You are resourceful, data-driven, and passionate about finding the best ways to connect brands with their audience. Willingness to learn and grow in a fast-paced, evolving media landscape.
- Experience managing marketing or advertising campaigns (search, social, digital, radio, TV) would be a bonus!