



*"College Meets Corporate"*

## **Senior Internship Profile Sheet**



**NAME: TYRONE HOLT**

**MAJOR: SPORT AND RECREATION MANAGEMENT**

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LOCATION:

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Agency	—	Comcast-Spectacor
City	—	Philadelphia
State	—	Pennsylvania

DIVISION:

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Department	—	Corporate Ad Sales
Position	—	Corporate Ad Sales Intern

INTERNSHIP GOAL:

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To refine and build on all my social and business skills by being involved in every aspect of corporate sales, from initiating contact; to developing and selling proposals; to maintaining a positive client relationship.

PRIMARY RESPONSIBILITIES:

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1. Assist in development of new concepts for advertising venues at the Wachovia Complex
2. Assist Advertising Sales Department staff with various individual projects involving research and design
3. Assist in/observe fulfillment and servicing of client sponsorship agreements