



Allied Integrated Marketing -- is currently seeking Communication and Public Relations majors interested in a career in the entertainment industry.

Interns working with Allied would be responsible for maintaining the flow of publicity breaks, extensive research for word-of-mouth screening campaigns, working with local media groups (radio, television, newspapers, and online outlets) to pitch features and stories to gain publicity for upcoming film releases, assisting Publicists in order to execute efficient promotions and garner publicity on all accounts, and creating grassroots programs through researching specific target audiences and creating partnerships with various organizations, retailers and appropriate third party partners.

Any interested student should send a letter and resume to Jessica Erickson at jerickson@alliedim.com. More information about Allied can be found on www.alliedim.com.

Allied Integrated Marketing is a full service, integrated marketing firm focused on the entertainment industry and consumer brands, specializing in delivering targeted programs on a local, regional or national basis. The firm has 22 offices in the U.S. and Canada making it the largest privately held company of its kind in North America. Allied has a management team of creative, advertising, publicity and promotions specialists with a great depth of knowledge and industry experience from the entertainment, media and consumer brand industries. Some of our current clients include the theatrical and home entertainment divisions of companies including 20th Century Fox, Disney, Paramount, Sony and Universal, as well as television outlets such as TBS and TNT. Additionally, Allied has recently worked with consumer clients such as AMC Theatres, Comcast, Mattel and W Hotels. The company has developed a successful live theatre division that has worked on major theatrical shows including Mamma Mia!, Legally Blonde, Billy Elliot and Hairspray, as well as spearheaded grand openings and other promotional/media activities for venues.