ASK A BSOS INTERN: MDB COMMUNICATIONS

NEHA DAYAL
SENIOR, ECONOMICS MAJOR
MDB Communications is a full-service advertising agency located at 1150 18th St. NW Washington DC.

Current accounts include DC Lottery, International Spy Museum, and Fannie Mae

DUTIES

- Facilitated business development; assisted with media strategy
- Worked with account services
- Participated in creative brainstorming for International Spy Museum and DC Lottery
- Posted relevant articles and creative content to MDB owned media
IS THIS RIGHT FOR YOU?

- Agency setting
- Requires enthusiasm as well as a creative mind
- Be able to follow the business & understand what needs to be done
- Very fast-paced and high energy
- Open to ALL MAJORS

HELPFUL CLASSES

- IMC (BMGT 450)
- Advertising in America (JOUR 240)
- Psychology classes
GAINS

- Media strategy (traditional as well as digital)
- Succinct communication skills
- Developing consumer insights for creative briefs
- Using Google Analytics market analysis
- Deep understanding of agency life; high levels of communications between all departments
- Knowledge of campaign conception, strategy, monitoring, reporting, and post analysis
- Ability to work under pressure in fast-paced environments
Developed and joined the team on a real business pitch

Used this experience to land an internship at MRY (a creative technology agency) in New York City

Expanded network of relationships

Preparing marketing objectives & understanding KPI’s (Key Performance Indicators)
QUESTIONS?
COMMENTS?
CONCERNS?

HTTP://WWW.MDBCOMM.COM/