



Hello,

Thank you for your interest in the Coded Agency internship program. Internships are extremely important to your experience in the public relations and influencer marketing industry. We hope to provide you with a great learning experience but please remember to ask questions and if there is an area that particularly interests you, let us know!

Best regards,
Jennifer Wentzo & Coded Agency

Who We Are & What We Do:

We are a boutique, full-service PR agency based in Hollywood, California with satellite offices in New York and Paris. The agency was founded eight years ago by Jennifer Wentzo and re-branded five years ago, now known as Coded Agency with a nod toward the growing power and influence of the digital sphere. We are a team of eight, all with a variety of experience working in media relations, influencer marketing, PR showrooms and events. We strive to combine the buttoned-up professionalism and strategic thinking with a very approachable, nimble and energized practice. We find we are most successful when we work in true partnership with our clients. We want to understand all aspects of the business and overarching goals so that we can create a strategic communications plan to support the brand in a big picture way.

Our clients span a variety of industries, ranging from beauty to bridal, fitness/wellness to fashion. The diverse nature of our client roster demands a broad network of contacts, so we have relationships with editors and influencers across many industries and interests. This allows us to secure coverage for our clients outside of where they might normally expect to see themselves, creating more opportunities for consumers to discover them. We are extremely results-oriented, proactive and creative, always pushing for a consistent cadence of meaningful coverage.

Below please find links to our website and Instagram, where you can learn a bit more about our services, personality and agency values as well as see examples of coverage secured for our clients:

www.codedagency.com

www.instagram.com/codedagency - Follow us! :)

We also have a by-invitation-only showroom in Hollywood that was a hub for influencers, celebrity stylists and editorial stylists prior to the arrival of COVID-19. Guests would be introduced to our clients, new collections, product launches, etc. and borrow or receive gifts from the brands for potential social or traditional media coverage. When our governor issued the “safer at home” mandate four weeks ago, we shifted the showroom operations to virtual. Our online showroom has been very well received and we continue to secure a nice flow of social media coverage for our clients in spite of the remote format. We are proud of this evolution during these extraordinary times and feel it is really essential if we are all going to make it through to the other side of this pandemic. (You can read a bit more about our approach to our work in the era of COVID-19 in [WWD](#) and [PR Daily](#).)



PROGRAM SUMMARY

Our agency's goal is to provide interns with meaningful and informative experience in the areas of media relations, influencer relations, showroom and events (Virtual and In-Person). In addition to performing a list of daily tasks to support our team members, we create specific initiatives for our interns to execute with the goal of providing them with a tangible example of what to expect from a career in public relations/influencer marketing.

We invite our interns into our weekly team meetings for a deep dive into our clients and their account work and we welcome their ideas. Our interns are also invited to listen in on calls with current clients to understand the dynamics of those exchanges and work more closely on specific brands. Our team members make a concerted effort to offer training in various areas and answer questions to give our interns a fabulous experience.

Our intern program is led with the same ethos with which we lead our agency: we embrace optimism and kindness with a focus on team growth and impactful results.

AREAS OF FOCUS

- Pitch writing
- Lists & Audits (Media + Influencer)
- Social Media Management
- Showroom Operations (Virtual/In-Person)
- Media + Social Placements
- Mailers

INTERN TASKS

- Introduce yourself to the team via an email
- Conduct an Instagram and/or Tik Tok takeover
- Research brand-appropriate influencers
- Maintain agency databases of media, influencers, brand partnerships
- Assist with showroom inventory via Launchmetrics
- Monitor media placements for clients
- Draft various pitches for influencer/media outreach
- Draft press releases
- Boost engagement on Coded Agency social media accounts
- Clip secured media and/or social coverage to send to client teams in agency format
- Support with shipments for gifting and sample requests as needed
- Practice drafting pitches and/or press releases for team members as needed
- Assist with client events (brainstorming, planning and attendance)



WORKPLACE DETAILS

Unfortunately due to the COVID-19 pandemic, we temporarily limited access to our office/showroom but were proud to continue to host interns virtually. Our plan moving forward is to continue to host interns in a hybrid setting - offering visits to the office/showroom pending availability and comfort level to ensure our team and intern team are safe.

While operating in a hybrid setting, interns are offered daily check-ins with their direct report via zoom or in-person, in order to go over any pressing questions and highlight any tasks for the given day. It is our hope that our interns learn to effectively manage their time and work autonomously despite these touchbases.

Please send any further questions to internships@codedagency.com

We look forward to you joining our team!

Coded Agency