Summer 2015 Retailing Internships

UNIVERSITY OF WISCONSIN – MADISON
RETAILING AND CONSUMER BEHAVIOR

Please note: This is not inclusive of all Retailing Internships
Audrey Ackley

**Internship site:**
Walgreens Store in Madison

**Position:**
Community Management Intern

Audrey experienced what a manager trainee would undergo. She received the opportunity to unload warehouse trucks, check in vendors, and analyze store profit statements, as well as complete various projects and oversee the sales floor.

**Why did Audrey choose Walgreens?**
Gaining retail knowledge and real-world experiences from one of the top drugstores in the nation is important to Audrey, which made Walgreens a perfect fit for her.
Internship site: Target in Fitchburg, WI
Position:
Executive Team Leader – Human Resources

During the summer Margaret was involved in inspiring exceptional performance and managing a variety of skill sets. She got to see what it is like to manage a team over 240 members, while also creating a fun and energetic environment that drove results.

Why did Margaret choose Target?
For as long as she could remember, Margaret has always been a loyal target customer. The merchandise they carry is exceptional, but their core values stood out to her more. To add, she always have had a great impression of Target and the people she has met.
**Internship site:** Chipotle in Madison

**Position:** Manager in Training

Alex started out shadowing the manager, then took on the managerial tasks himself. He managed the purchasing and inventory of supplies and food; managed a team of employees including being responsible for hiring and firing.

**Why did Alexander choose Chipotle?**
What drew Alexander in is that Chipotle is a fast, growing company that ensures it is always competitive in the market. He has also had previous experience there, and enjoyed it enough to continue as a Manager in Training (MIT) post graduation.
**Katy Bjurstrom**

**Internship site:**
Kohl’s Corporate Office in Menomonee Falls, Wisconsin

**Position:**
Product Management Intern

Daily tasks included communicating with overseas vendors (mainly Li & Fung), attending “submit” meetings to check the color & quality of materials, competitive shops and trend forecasting, analyze weekly sales reports for “what's hot and what's not” all while helping to prepare the next season’s product line.

**Why did Katy choose Kohls?**
She felt the atmosphere and culture at Kohl’s really pushes you to do your best and succeed. There was a lot of opportunity for growth, personally and professionally.
**Internship site:** Kohl’s Headquarters, Menomonee Falls, WI  
**Position:** Merchandise Analyst Intern

Lauren worked in the Junior’s Bottoms department and got to see what it is like to work on a buying team. She performed many tasks that helped her understand how the business operates. Such tasks include analyzing sales data, presenting best sellers and formulating strategic business plans.

**Why did Lauren choose Kohl’s?** She always knew she wanted to work in corporate retail and Kohl’s gave her that opportunity to do so. Though what really convinced her to choose Kohl’s is their culture. From day one, she always felt welcomed and empowered and continued to do so until the day she left.
Internship site: FABCO Equipment in Madison
Position: Sales Intern

During his internship, Josh worked with a group of salesmen to strengthen and broaden customer relations. He also received the opportunity to develop market analysis and attend promotional events, while learning valuable sales strategies.

Why did Josh choose FABCO?
Josh was looking for an internship in sales and marketing, and FABCO offered just that. What drew him into FABCO specifically is that it is a construction company. Josh has grown up being around construction equipment. His family owned a construction business and when he grew older he worked in small equipment rental stores.
Meg Donovan

**Internship site:** Lands’ End, Dodgeville, WI  
**Position:** Merchandising Intern

Megan interned in the Women’s Apparel – Extended Sizes department. Her tasks included compiling high-level insight of customer comments, “scrubbed” the website to ensure accuracy and make recommendations, and helped complete the Weekly Business Update report.

**Why did Megan choose Lands’ End?**  
The culture and people working at Lands’ End were a huge selling point for Megan. Megan sees the culture as laid back and welcoming, but also as a work hard type of place. Another reason why she chose Lands’ End is because of the involvement and exposure. Starting on day 1, her mentored involved Megan in all the daily tasks to give her a feel for what working in Merchandising full-time would be like.
Internship site: Kohl’s Corp. Headquarters

Position: Merchandise Analyst Intern in the Frame and Art buying office. She ran daily and weekly reports, helped the replenishment each week, attended meetings with product development and had 3 projects throughout her internship that she presented to divisional management.

Why did Megan choose Kohl’s?
The first reason why Megan chose Kohl’s because of her experience during the interview process. Everyone at each step was so friendly and genuinely seemed like they wanted her to join the company. Second, because of how great the internship is. The merchandise analyst internship is very well developed and the training program is very comprehensive. Last, she attended the sophomore shadow day and really thought the campus itself was very innovative.
Jenna Erhensaft

Internship site: Nordstrom in Skokie, IL
Position: Retail Management Intern

Over the summer, Jenna had the opportunity to shadow many different levels of management, as well as lead the rewards program for her department and work with the visual team to execute the floor plan for the anniversary sale. From the experience she gained and improved a number of her skills, which includes professional networking, communication and time management skills.

Why did Jenna choose Nordstrom?
She has had experience working at Nordstrom prior to the internship. She loved her time working there and wanted to take her career with the company a step further.
Internship site: The Purple Goose in Verona, WI
Position: Summer Intern

As a summer intern, Margo managed the company’s website and social media outlets, helped customers on the sales floor, ran sales reports and was responsible for all visual merchandising for the store.

Why did Margo choose The Purple Goose? Margo never worked in retail prior to her internship. Working at the Purple goose allowed her to learn as much as she could and gave her the opportunity to experience both the sales floor and the buying and pricing behind it all. She also has heard great things about the company and their growing success.
Tessa Hansen

**Internship site:** Paule Ka Showroom in NYC  
**Position:** Showroom Intern

While at Paule Ka, Tessa maintained the showroom, was responsible for merchandising, completed purchase orders, order confirmations and shipping records, comparative shopped, prepared the U.S. and European SS16 Main Market fabric book, and much more.

**Why did Tessa choose Paule Ka?**  
She wanted to explore a new city and what better place to do it than NYC! She also looks up to her supervisor as a role model and enjoyed working in a small office. When the office is small then it is easier to build relationships with everyone.
Internship site: Kohl’s Headquarters in Menomonee Falls, WI
Position: Merchandise Analyst Intern

As a Merchandise Analyst Intern, Kelsey gained exposure to what working full-time at Kohl’s would be like. Some of the main tasks she performed include presenting the weekly best sellers, comparative shopping, determining the week-to-date projections, and working on a strategy project.

Why did Kelsey choose Kohl’s?
Culture. The company’s culture is almost always one of the main reasons why someone chooses a company. To Kelsey, the culture aligned with what she wanted. What else aligned with what she wanted was the amount of exposure that the interns had. Interns were exposed to as much as any full-time employee and that gave Kelsey the experience she truly yearned for.
Paulina Kolavo

**Internship site:**
Trunk Club in Chicago, IL

**Position:** Sales Intern

As a Sales Intern, Paulina maintained and enhanced communication with the existing customer base, identified prospective clients and customers, and prepared merchandise. She also worked on a summer long project to help the marketing department.

**Why did Paulina choose Trunk Club?**
Paulina had never been exposed to sales and wanted that experience at a high sales driven company, which made Trunk Club a match.
Jennifer Lin

**Internship site:**
Geo Informatics Inc.,
Taichung, Taiwan

**Position:**
Assistant Planner

Jennifer had the wonderful opportunity to intern abroad! As an assistant planner she assisted the marketing department by planning and executing events.

**Why did Jennifer choose Geo Informatics Inc.?**
She has always been strongly interested in marketing and knew she wanted to find an internship where she could do what she loves. What specifically attracted her to Geo is that the company understands the importance of the customer and intertwines that into its marketing strategies.
Brianna Lome

**Internship site:**
Rosie Pope Maternity in NYC

**Position:**
Product Management Intern

This past summer Brianna had the chance to oversee the product and e-commerce for Rosie Pope. The tasks she performed include assessing inventory levels, identifying areas of shrink and growth, and developing strategies to effectively distribute merchandise between stores and online.

**Why did Brianna choose Rosie Pope?**
Brianna has always admired Rosie Pope as an individual and believed she would be a wonderful person to learn from. Brianna also has always had an interest in maternity clothing.
Rachel Longo

Internship site:
Macy’s Corporate offices in NYC

Position: Buying Intern

Rachel was a buying intern in the Bridge and Designer Collections department. As an intern, she assisted the buying team in selecting merchandise for future seasons and analyzed sales data on daily basis to make recommendations for the department.

Why did Rachel choose Macy’s?
Rachel has always been a loyal customer of Macy’s and sought to be a part of making the magic come to life. Also because Macy’s is a very successful company that has a bright future ahead of it.
Allison Mawby

**Internship site:**
Nordstrom in Beachwood, OH
**Position:** Retail Management Intern

As an intern, Allison took on the duties of an assistant manager. The tasks she performed include creating schedules, addressed customer concerns, and maintained the sales floor. She also had the chance to shadow all the department managers to help determine what she was interested in most.

**Why did Allison choose Nordstrom?**
Allison was looking for a company with a lot of opportunity for growth, and she witnessed just that with Nordstrom. She has worked for Nordstrom prior to the internship and has had a wonderful experience. She also saw great potential for the company.
Internship site:  
The Hershey Company – Mobile Internship

Position:  
Retail Sales Representative Intern

Eiley had a great opportunity to gain exposure in field sales this summer. As an intern, she was involved in weekly conference calls and meetings and managed accounts. She was also responsible for the merchandising in stores and ensuring that sales grew each week.

Why did Eiley choose Hershey’s?
Hershey’s offered Eiley a new experience. Working in the field gave her the chance to experience new challenges each day.
Tayler Nowak

**Internship site:**
Aeva: Wedding and Party in Delafield, WI  
**Position:** Summer Intern

Tayler had a number of duties at Aeva. She managed customer information to conduct research and better understand the target market. She also assisted customers throughout the store, created weekly blog posts, and built a bridal referral program.

**Why did Tayler choose Aeva?**
She made a connection with the owner from the start and knew working at Aeva would be a good fit for her. Working at Aeva also provided her with the chance to grow and learn in a smaller work setting.
Internship site: Chauette Fashion in Middleton, WI
Position: Store Management Intern

During her summer as a store management intern, Penny provided personalized customer service, managed the store’s online and social media outlets, and created marketing plans. She was also responsible for the visual merchandising throughout the store.

Why did Penny choose Chauette Fashion?
Chauette Fashion provided Penny with all the opportunities she was looking for in an internship. It also had a different customer base than what she was familiar with, so it gave her chance to experience something new.
Darouny Phouybanhdyt

**Internship site:**
Macy’s Corporate offices in NYC

**Position:**
Digital Merchandising Intern

Darouny was an intern in Denim Collections and Modern Opening Price. Her brands included American Living, Style&co, Calvin Klein Jeans, DKNY, Kut from the Kloth, NYDJ and Lee. While at Macy’s she had many responsibilities. She had to complete the necessary takes to ensure that the product was ready to go live on the website, ensure that the site was being maximized, complete projects that would help improve sales, and much more.

**Why did Darouny choose Macy’s?**
Because of the great training and internship experience. Everyone always talks about how Macy’s has one of the best training programs.
Kiley Quinlevan

Internship site:
Luci Boutique in Milwaukee, WI
Position: Summer Intern

Kiley had a mixed of roles within sales and marketing. She managed the social media accounts for Luci Boutique, but also provided assistance on the sales floor. She also was in charge of visual merchandising.

Why did Kiley choose Luci Boutique?
She believed that being able to see how a boutique is run would be a unique experience, and one that would help her in her future career and aspirations. She had the opportunity to work side-by-side with the owner to truly understand the what goes into running a business.
Katelyn Rains

Internship site: Maurice’s in Madison, WI
Position: Store Management Intern

Katelyn worked closely with the store manager to drive sales and ensure great customer experience. She spent half the time on the sales floor and the other half working on internship assignments and projects. She also had the chance to participate in weekly conference calls with the home office.

Why did Katelyn choose Maurice’s?
She wanted to start at the store level to truly understand the industry before working her way to corporate. She has been a long time customer of the store and interning for a company she liked only seemed right.
Taylore Ransom

**Internship site:** BonTon Headquarters, Milwaukee WI
**Position:** Merchandising Intern

Taylore joined the Home Décor office where she learned everything from planning financials to proper candle smelling technique. She was also in charge of recapping sales for the previous week and presenting opportunities of how to improve the business for the upcoming week.

Taylore chose Bon-Ton because of the smaller company atmosphere. She was able to receive lots of attention as an intern and had numerous conversations with upper management about the future of Bon-Ton and retail as a whole, a rare opportunity in corporate internships. She also discovered her love for numbers as an intern and aspires to become a Planner when she returns full-time in February.
Claire Reardon

**Internship site:** Target Corporate Headquarters in Minneapolis, MN

**Position:** Merchandise Planning Business Analyst

Claire assisted the full-time business analysts complete their daily tasks, which included forecasting sales and taking care of vendor issues. She also attended meetings and managed digital in-stock inventory.

**Why did Claire choose Target?**
She desired to work for a company that is creative and competitive. Target fit that criteria. Claire views Target as innovative, as well as one of the leaders in the retail industry. In addition, the company’s culture also aligned with what she was looking for.
Brittany Risler

**Internship site:** Kohl’s Headquarters in Menomonee Falls, WI  
**Position:** Merchandise Analyst Intern

Brittany got a glimpse into buying and what it takes to be successful. She also received hands-on experience by performing a number of tasks. Some tasks she was responsible for included running reports and pulling the best sellers. She also had the chance to attend meetings and learn first hand about the business.

**Why did Brittany choose Kohl’s?**  
The culture and the people really stood out to her since day one. The people were extremely friendly and welcoming, and the company is known for giving back.
**Internship site:**
Adrianna Papell in NYC

**Position:** Sales Assistant Intern

Alyssa worked in the Sportswear and Day-Dress department. She assisted her division with inventory and style reports, market appointment scheduling, reviewing sales reports, organizing customer orders, and preparing photo packets. She also attended meetings and assisted with sales support duties.

**Why did Alyssa choose Adrianna Papell?**
The company follows the idea that every woman is special and unique. It is all about empowering women and making them feel beautiful. This ideology stood out to Alyssa and made her decision a lot easier.
Internship site:
Detail de Luxe in South Miami, FL
Position: Resort Buying Intern

During the summer, Genevieve was responsible for a number of duties. The tasks she performed included assisting with product selection and data entry, following up with clients regarding sell through and reorders, and assisting with the Spring 2016 strategy and trunk shows.

Why did Genevieve choose Detail de Luxe?
Detail de Luxe gave Genevieve the experience she has been yearning for at the company size she was looking for.
Dakota Smith

Internship site: Kohl’s Headquarters in Menomonee Falls, WI
Position: Product Management Intern

Dakota worked on the Juniors and Girls Active Product Development team. She had a hands-on experience, in which she worked collaboratively with her corresponding Design & Technical Design interns. As a team, the three work through the full design process from concept to actual garment samples. Dakota was responsible for all of the communication between Kohl’s and the vendor for two athletic short styles & two tank tops. All four styles were picked up by the merchant team & will be in stores for the Spring 2016 season.

Why did Dakota choose Kohl’s?
The atmosphere! Kohl’s is such a young & open-minded company, which is refreshing given its massive size. Also, they really care about their employees & they show it!
Leah Tews

**Internship site:**
GNC in Madison, WI

**Position:** Sales and Marketing Intern

While at GNC, Leah had the opportunity to perform an array of tasks. She planned, promoted, and managed large events. She designed and distributed promotional material. She also assisted with ordering and track and analyzed sales growth on a daily basis.

**Why did Leah choose GNC?**
She is passionate about health and fitness retail and helping others achieve their goals. She got to do that while working at GNC. She was also looking for a position with multiple roles. At GNC she got to do both sales and marketing.
Casey Turro

**Internship site:** Macy’s Corporate offices in NYC  
**Position:** Buying Intern

Casey received the opportunity to intern in the fine jewelry department, which includes women’s pearls, women’s gold, and all men’s jewelry. Her main focus for the summer was to bring newness into the assortment.

**Why did Casey choose Macy’s?**  
The people were always great and made her feel welcomed. She was also looking for a company that is at the forefront of retailing and fast in fashion.
Internship site: Zappo’s in Las Vegas, Nevada
Position: Merchandise Assistant Intern

While at Zappos, Marta worked on multiple projects and had a number of duties. Some of her tasks included managing purchase orders, monitoring inventory, analyzing sales data, and much more.

Why did Marta choose Zappos? Zappos fit the environment she was looking for and her personality. It was also a one in a lifetime opportunity for her to intern in Las Vegas.
Internship site: BonTon
Headquarters in Milwaukee, WI
Position: Merchandising Intern

Amy worked very closely with the assistant merchants in her office. She assisted them by allocating all of the advertising for the upcoming months, projecting daily sales, creating assortment plans, and much more.

Why did Amy choose BonTon?
Amy chose BonTon for many reasons. The company’s culture really stood out to her, as well as its community involvement.