



KRYPTON SPORTS
Direct Paid Internship
Marketing Intern
Marketing
Undergraduate Students
July - December

Organization Background

Krypton Sports is the global licensee for Schutt Football, with the following product categories: Football Gloves/Performance Apparel/Equipment Bags/Accessories. In addition, we have our own internal brand Kr36 - Krypton.

Project Overview

We are looking for a student who can support our on-line and in-store marketing initiatives. This project will entail the following:

- Developing strategies for developing social marketing platforms as it relates to football
- Where to find our audience
- How to tap into the social network
- How to utilize our marketing assets, such as our sponsorship of NFL Athletes, Bowl Games, and Football University camps
- Explore collaborative marketing relationships with online venues such as ESPN, Eastbay (retail) and other strategic partners

Skills and Requirements

- Marketing
- On-line social network knowledge
- Sports Marketing
- Strategic Alliances
- Outgoing Personality
- Passion for Football and the Brands
- Knowledge of competitors - Nike/Under Armour

To apply send your resume to Bryan Smeltzer at Bryans@kr36sports.com