



## LOOKING FOR STUDENTS INTERESTED IN ADVERTISING, PR OR MEDIA STRATEGY

### What's Shepherd?

We're an audience strategy company that works with brands to understand what makes people tick. We blend data science, social analytics, and real conversations to uncover audience insights, then turn those insights into better products, strategies, and communications.

### What we're looking for:

This is a role for students who are curious about people and why they do what they do.

### You might be a fit if you're into:

- **Audience Research:** You're the type who doesn't just accept "that's how it is" – you dig for reasons. Maybe you've caught yourself analyzing why certain TikToks go viral or questioning why your friends use one brand over another.
- **Human Behavior:** You find yourself watching how people interact with products or content. You're a good listener and know how to ask questions that get beyond surface-level answers.
- **Digital Culture:** You understand different platforms have different vibes. You don't need to be an influencer, but you get how and why people connect online.

### What you need:

You don't need expertise in research, focus groups, or social analytics – we'll teach you all that. What we do need is curiosity, openness, and willingness to learn.

This is a paid position (15+ hours/week) based remotely with potential for live, real in-person work in one of our satellite hubs (Austin, Portland, Bentonville). Perfect for students looking to apply classroom concepts to real-world communications challenges.

Interested? Send your resume to [theshepherds@weshepherd.com](mailto:theshepherds@weshepherd.com) and tell us what you find most interesting about how people interact with brands and companies.

