

DELOITTE MARKETING: SHINE PROGRAM

CLARA LOVE-SUMMER 2021



ABSTRACT

The SHINE Summer Associate program at Deloitte sits within the firm's Consumer Market Growth (CMG) department, which strives to drive revenue, build relationships, and enhance Deloitte's reputation in the marketplace.

All of the CMG teams work together to differentiate the Deloitte brand from its competitors, drive business priorities forward, and innovate new marketing solutions.

As a SHINE Summer Associate in the New York office, I had the opportunity to learn the ropes of the business and put my newfound knowledge into action by supporting various CMG teams in their business expansion and diversification efforts.

SHINE SUMMER ASSOCIATE RESPONSIBILITIES

- Participate in local and national trainings, networking events, and community activities
- Learn as much as possible about your team assignments (mine were the Channel Sales Tax and Mergers & Acquisitions teams), as prior knowledge outside of marketing/business development is not required
- Help facilitate market targeting projects (such as supporting internal and external communications teams, managing major promotional events, orchestrating advertising campaigns, and developing marketing materials and sales tools)

FOCUSED ON GROWTH

- Lots of formal and informal support, from the very beginning (assigned mentors and "SHINE Buddies" are there to help Summer Associates learn how to navigate working at a large and powerful firm like Deloitte)
- SHINE provides real-world experience and provides a great example of what it would be like to work at the firm
- National and local networking events are provided (both mandatory and optional) to give Summer Associates as much exposure to people in different lines of work as possible

MY PROJECTS/EXPERIENCES

- Standardized the data analysis and quality control process for the Channel Sales Tax division, projected to increase overall division efficiency by 50%
- Revamped all of the Mergers & Acquisition division's webpages for increased consumer comprehension
- Ensured that the Channel Sales Tax division's online presence was in compliance with Deloitte branding regulations
- Gathered data on existing client relationships to determine how to best leverage them in acquiring green (new) clients

TAKEAWAYS

- Large firms that have multiple important functions provide a plethora of opportunity -- Take advantage of what a great networking opportunity this is!
- Corporate/service based marketing is very different from product marketing. The art of sales is much more relevant in service based marketing, as services do not sell themselves as products do with their hip/trendy "look/feel".
- Working in corporate spaces does not have to equate to exhaustion or an unhealthy lifestyle. Deloitte is all about employee wellness, and made it very clear to us that the firm knows that healthy and happy employees make a business stronger.