Summary of Admeld Internship
Kyndall McKemie

I was so grateful to receive the Business and Economic Scholarship (Wilson fund) to pursue an internship at AdMeld Incorporated this summer. AdMeld helps large web publishers make more money from their ad inventory and spend less time doing it. I was hired to be a Network Specialist Intern for the summer, which is a position that helps facilitate communications among the advertising networks and monitors the flow of impressions occurring on the publisher’s websites.

I worked mostly in the operations division, which is divided into two pods of four people. The operations team handles the management of each individual publisher’s advertising networks. Working with the operations team has allowed me to really put my skills as an English major to the test. To be able to work in this division it is imperative to have outstanding written and verbal communication skills. One must be able to convey an issue clearly, especially when it comes to describing a technical issue. It is helpful to have industry knowledge and a deep understanding of online advertising space and the players within it. If you are like me and don’t have that type of background you must come to work with a high level of initiative. I have to take proactive steps to get to resolutions and driving improvements to business.

I also worked with marketing and the quality of service team. Through attending all of the panel discussions and conferences Admeld has sponsored, I have been able to not only promote the brand, but I have been able to work on my networking skills. The tech industry has afforded me the opportunity to meet people in all sorts of industries and make valuable business contacts.