

Stop Chasing the Perfect Internship

4 moves to break into media without the traditional path, from Matty May, PCC, VP of Convergent Ad Sales at Paramount

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PLAY 1

SKIP THE BIG-NAME BIAS

The big-name internship is not the only way in, and chasing it can quietly cut your options out. At a smaller organization the CEO knows your name and you get asked to stretch outside your role a lot faster. That is where the growth actually happens. Early on, chase reps, not a logo your parents recognize.

2

PLAY 2

MANUFACTURE YOUR EXPERIENCE

You do not need a job to build the resume that gets you one. Volunteer and freelance your skills, especially socials. Offer to run a nonprofit or small business account for a summer for your portfolio. Most of them need the help. Now you are the one who grew a real page or raised real money, no big agency required.

3

PLAY 3

MAKE IT EASY TO HELP YOU

Networking is not just Zoom calls and coffee chats. People want to help, but they cannot if you are vague. Have your ask ready: the city, the company, the role you want. Then ask who they know there. And lead with a little value first. The moment someone sees you are in it to be a good person, not to farm a referral, they open up.

4

PLAY 4

BUILD AI FLUENCY NOW

Matty's pick for the number one hard skill is AI, and she expects it in interviews soon: how are you using it, how would you teach our team. You have a reverse-mentorship edge because you are closest to learning it. Twenty minutes a day and you are miles ahead in three months, with barely any lift.

"Your career starts as nothing, and then one day you're in a VP seat if you keep doing the right things."

— Matty May, PCC, VP of Convergent Ad Sales at Paramount

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