



345 E. Toole Ave.
Tucson, AZ 85701
520-322-0895

Dr. Gurtina Besla
Assistant Professor
University of Arizona
March 20, 2018

Dear Dr. Gurtina Besla:

Madden Media is excited to participate in your TIMESTEP Summer Internship Program. We are able to provide full-time, 3 month technical work experience for our assigned undergraduate student. In accordance with your request, here are the details on our company and the position:

- 1) **Details of Madden Media** – Madden Media is a strategic sales and marketing partner to hundreds of destinations in North America. We provide a full suite of digital marketing solutions including content, SEM, display, social, and video. These are often integrated with our print publication business which has produced more than 200 official visitor guides for destinations around the county. Our goals are our clients' goals – ultimately connecting people to places.
- 2) **Experienced supervisor** – I will be overseeing the internship directly. As a member of the leadership team at Madden Media, I am responsible for developing a stronger, systematic approach to how we deliver our marketing campaign results. This includes the foundation of our Business Intelligence team on which the student will be assigned.
- 3) **Job Description** – The student will be mainly tasked with transforming our sales and campaign performance data into a format that can be easily analyzed. They will do this by developing, maintaining, and testing infrastructures for data generation. In short: designing big data solutions. The student will gain skills in: systems architecture; data transformation using SQL; data visualization using Salesforce and DOMO; data processing and predictive analytics using Excel, Python, or R.

If you have any questions regarding this application, please contact me by phone at 520-232-2623 or by email at ccox@maddenmedia.com.

Thank you for this opportunity and I look forward to hearing from you.

Sincerely,

Carl Cox
VP Client Experience
Madden Media
ccox@maddenmedia.com