

# Deloitte Shine Marketing Program

## DELOITTE MARKETING: SHINE PROGRAM

CLARA LOVE-SUMMER 2021



**Deloitte.**

### 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.

Deloitte Shine Marketing Program is an innovative initiative designed to empower young professionals and students by providing them with the tools and resources they need to excel in their careers. This program stands out in the competitive landscape of marketing and consulting by focusing not only on technical skills but also on personal development and networking opportunities. In this article, we will explore the various components of the Deloitte Shine Marketing Program, its objectives, and how it benefits participants.

## Overview of the Deloitte Shine Marketing Program

The Deloitte Shine Marketing Program is a comprehensive initiative tailored to nurture the skills and potential of aspiring marketers. It is structured to provide participants with a hands-on experience in the marketing industry while offering insights into the workings of one of the largest professional services firms in the world. The program is designed to facilitate learning through a combination of workshops, mentorship, and real-world projects.

## **Objectives of the Program**

The primary objectives of the Deloitte Shine Marketing Program include:

1. **Skill Development:** To enhance participants' marketing skills through practical training modules.
2. **Networking Opportunities:** To connect participants with industry leaders and professionals.
3. **Career Advancement:** To equip young professionals with the tools needed for career progression.
4. **Diversity and Inclusion:** To promote a diverse workforce by encouraging participation from underrepresented groups.

## **Key Components of the Program**

The Deloitte Shine Marketing Program comprises several key components that work together to provide a well-rounded experience for participants.

### **Workshops and Training Sessions**

Participants engage in various workshops that cover a range of topics, including:

- **Digital Marketing:** Understanding the dynamics of online marketing, SEO, social media strategies, and analytics.
- **Brand Management:** Learning how to build and maintain a strong brand identity.
- **Market Research:** Gaining insights into consumer behavior and market trends.
- **Data Analytics:** Utilizing data to inform marketing strategies and decision-making.

These workshops are usually led by experienced professionals from Deloitte and guest speakers from the marketing industry.

### **Mentorship Program**

An essential aspect of the Deloitte Shine Marketing Program is the mentorship component. Each participant is paired with a mentor who provides guidance, support, and industry insights. The mentorship program includes:

- One-on-One Sessions: Regular meetings to discuss career aspirations and receive feedback.
- Goal Setting: Helping participants set achievable career goals and develop a roadmap to reach them.
- Networking Guidance: Advising on how to effectively network within the industry.

## **Real-World Projects**

Participants have the opportunity to work on real-world marketing projects during the program. This hands-on experience allows them to apply the skills they have learned in a practical setting. Some of the project types include:

- Case Studies: Analyzing real-life business challenges and developing marketing solutions.
- Campaign Development: Creating a marketing campaign for an actual client, from research to execution.
- Presentations: Presenting project findings and recommendations to a panel of Deloitte professionals.

## **Benefits of Participating in the Program**

The Deloitte Shine Marketing Program offers numerous benefits for participants, which can significantly impact their career trajectories.

### **Enhanced Skill Set**

By participating in various workshops and projects, individuals can develop essential skills that are highly valued in the marketing industry. The program equips participants with:

- Technical Skills: Proficiency in digital marketing tools and analytics software.
- Soft Skills: Improved communication, teamwork, and leadership abilities.

### **Expanded Professional Network**

Networking is a crucial aspect of career growth, and the Deloitte Shine Marketing Program facilitates connections with:

- Industry Leaders: Participants have the chance to meet and learn from experienced professionals.
- Peer Connections: Building relationships with fellow participants can lead to future collaborations and job opportunities.

## Increased Career Opportunities

Completing the program can enhance participants' resumes and make them more attractive to potential employers. The experience gained through the program can lead to:

- Internships: Opportunities to secure internships at Deloitte or partner organizations.
- Job Placements: Many participants find full-time positions in marketing roles after completing the program.

## Personal Growth

Beyond professional development, the Deloitte Shine Marketing Program promotes personal growth. Participants often report:

- Increased Confidence: Gaining skills and knowledge boosts self-esteem in professional settings.
- Broadened Perspectives: Exposure to diverse viewpoints and experiences fosters a more inclusive mindset.

## Eligibility and Application Process

The Deloitte Shine Marketing Program is open to a wide range of applicants, but certain criteria must be met.

### Eligibility Requirements

To apply for the program, candidates typically need to meet the following requirements:

1. Educational Background: A background in marketing, business, or a related field is preferred.
2. Current Status: Open to students, recent graduates, and early-career professionals.
3. Diversity Focus: Encouragement for applicants from diverse backgrounds and underrepresented groups.

### Application Process

The application process for the Deloitte Shine Marketing Program generally involves the following steps:

1. Online Application: Candidates submit their resumes and cover letters through the Deloitte careers portal.
2. Interviews: Shortlisted candidates are invited for interviews, which may include

behavioral and situational questions.

3. Selection: Successful candidates receive an offer to join the program, usually communicated via email.

## **Conclusion**

In summary, the Deloitte Shine Marketing Program serves as a robust platform for aspiring marketers to develop essential skills, connect with industry professionals, and enhance their career prospects. With a focus on skill development, mentorship, and real-world experience, this program is instrumental in shaping the future of marketing professionals. By participating in this initiative, individuals not only gain valuable knowledge but also become part of a diverse community dedicated to fostering innovation and excellence in the marketing field. The benefits extend far beyond the program's duration, providing participants with a solid foundation for their future careers.

## **Frequently Asked Questions**

### **What is the Deloitte Shine Marketing Program?**

The Deloitte Shine Marketing Program is an initiative aimed at enhancing the marketing skills and capabilities of participants through training, mentorship, and hands-on projects.

### **Who is eligible to apply for the Deloitte Shine Marketing Program?**

Eligibility typically includes recent graduates or early-career professionals with a background or interest in marketing, business, or related fields.

### **What are the key benefits of participating in the Deloitte Shine Marketing Program?**

Participants gain practical experience, access to industry experts, networking opportunities, and the chance to work on real-world marketing challenges.

### **How long does the Deloitte Shine Marketing Program last?**

The duration of the program can vary, but it generally spans several months, combining training sessions and project work.

### **What types of projects do participants work on in the Deloitte Shine Marketing Program?**

Participants may work on a variety of projects, including digital marketing campaigns, market research, branding strategies, and content creation.

## Is there a cost to join the Deloitte Shine Marketing Program?

There is typically no cost to participants, as the program is designed to provide valuable training and experience without financial barriers.

## How can interested candidates apply for the Deloitte Shine Marketing Program?

Candidates can apply by visiting Deloitte's official website or the dedicated program page, where they can find application instructions and deadlines.

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