

**CREATIVITY IS OUR SUPERPOWER.** It's our heritage and it's also our future. Because we don't just make toys. We create innovative products and experiences that inspire, entertain and develop children through play. Mattel is at its best when every member of our team feels respected, included, and heard—when everyone can show up as themselves and do their best work every day. We value and share an infinite range of ideas and voices that evolve and broaden our perspectives with a reach that extends into all our brands, partners, and suppliers.

### **The Opportunity:**

Mattel is currently seeking Undergraduate Marketing Summer Interns. We encourage interns to push boundaries because we want to see how far you might take us some day. We provide you with phenomenal managers, mentors and buddies to help you accomplish more than you would have thought possible. And we team you up with other interns because every great thing that comes out of Mattel is done as a team. The Intern Program runs 10-12 weeks and based at headquarters in El Segundo, CA.

### **What Your Impact Will Be:**

- **Research:** analyze and identify trends and insights in action figure category that will influence 2022/2023 product development outline in addition to developing a quick reference guide to that will showcase trends and category insights.
- **Marketing plan execution:** provide support and assist in preparation of key milestones for marketing plans.
- **Strategic planning:** analyze, strategize and set a plan in motion for the execution of the various apps. Scope will include determining total required investment, feasibility of incorporating new technologies, key app features and preliminary marketing plan.

### **What We're Looking For:**

- Be currently enrolled in an accredited university as a rising senior graduating in 2023
- Working towards a degree in Marketing or related field of study
- Possess strong verbal, written and analytical skills
- Possess great Microsoft Office skills, especially Excel
- General understanding of the business objectives related to public relations/communications/marketing/brand management

### **What It's Like to Work Here:**

We are a purpose driven company aiming to empower the next generation to explore the wonder of childhood and reach their full potential. We live up to our purpose employing the following behaviors:

- **We collaborate:** Being a part of Mattel means being part of one team with shared values and common goals. Every person counts and working closely together always brings better results. Partnership is our process and our collective capabilities is our superpower.

- **We innovate:** At Mattel we always aim to find new and better ways to create innovative products and experiences. No matter where you work in the organization, you can always make a difference and have real impact. We welcome new ideas and value new initiatives that challenge conventional thinking.
- **We execute:** We are a performance driven company. We strive for excellence and are focused on pursuing best in class outcomes. We believe in accountability and ownership and know that our people are at their best when they are empowered to create and deliver results.

### **Who We Are:**

Mattel is a leading global toy company and owner of one of the strongest catalogs of children's and family entertainment franchises in the world. We create innovative products and experiences that inspire, entertain and develop children through play. We engage consumers through our portfolio of iconic brands, including Barbie, Hot Wheels, Fisher-Price, American Girl, Thomas & Friends, UNO and MEGA, as well as other popular intellectual properties that we own or license in partnership with global entertainment companies. Our offerings include film and television content, gaming, music and live events. We operate in 35 locations and our products are available in more than 150 countries in collaboration with the world's leading retail and ecommerce companies. Since its founding in 1945, Mattel is proud to be a trusted partner in empowering children to explore the wonder of childhood and reach their full potential.

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Mattel is an Affirmative Action/Equal Opportunity Employer where we want you to bring your authentic self to work every day. We welcome all job seekers including minorities, females, veterans, individuals with disabilities, and those of all sexual orientations and gender identities.