Nashport Resident Turns Internship into Job at Under Armour
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ASHLAND, Ohio – Alyssa miller, daughter of Douglas and Linda Miller, was recently offered a job at Under Armour headquarters in Baltimore, Maryland following her time as an intern with the same company.

During the Summer of 2013, Miller served 11 weeks as the Retail Merchandising Intern at Under Armour, after being selected as one of 50 total interns out of 4,000 applicants selected.

“In the beginning of March 2013 I had a round of two phone interviews and by the end of march I had a Skype "panel" interview which was my final interview,” Miller said. “ My past two internship experience at The Buckle and Fiserv previous summers and the leadership roles that I hold on campus gave me a competitive edge above other applicants.”

During her time interning, Miller became a crucial part of the team opening a brand house store in Washington D.C. earlier in November.

“Our brand house stores carry graphic design shirts that are localized to the geographic area and consumer market that shops our brand,” stated Miller. “I traveled approximately twice a week to the D.C., Maryland, Virginia areas and thoroughly researched consumer trends, segmentation and targeting. I gathered store-specific insights through consumer observation and interaction. By the end of my 11-weeks I proposed a years worth of graphic design ideas to the design team which allowed the designers to understand what graphics our consumers want to see on our product in the D.C. Metro area.”

Miller was excited to learn that the store has recently opened, and that her suggestions will be printed on the first round of graphic shirts.

Other aspects of the internship included being in support roles for the Senior Merchants, specifically focused on accessories and localized product; and in addition provided the opportunity to be in attendance at Professional Sporting Events, visit Sagamore Farms, go on a city-wide scavenger hunt to familiarize with the Baltimore Area, dine at local restaurants, and attend Speaker Series with managers from many different departments of the company

Miller praises her time at AU for being very beneficial to her moving forward.

“AU education has provided me with the tools needed to prepare me for a corporate environment. From specialty topics classes to job fairs and employer meet&greets I gained experience working with professionals before I ever took on a corporate position. COBE classes demonstrated real-world examples of problems that can arise in a work place - I felt confident that I had the skills needed to solve these issues and make an immediate impact as an intern,” Miller stated

Beginning in July, Miller will take on the role of Merchandising Coordinator that will carry over some of the same duties as an accessories support role, but will also have a focus on buying aspect of merchandising and trend analytics.

“I couldn't have asked for a better summer experience working for a brand that I am passionate about,” Miller said. “UA interns are provided with a lot of opportunity and responsibility from day one and the company culture really teaches their employees how to embrace the brand you work for - do everything at the highest level. I formed lifelong relationships with the other interns and employees and I am excited to get back to Baltimore to start making an impact.  I am truly grateful for this opportunity.”

Ashland University, ranked in the top 200 colleges and universities in U.S. News and World Report’s National Universities category for 2013, is a mid-sized, private university conveniently located a short distance from Akron, Cleveland and Columbus, Ohio. Ashland University (www.ashland.edu) values the individual student and offers a unique educational experience that combines the challenge of strong, applied academic programs with a faculty and staff who build nurturing relationships with their students. ###