



Applications
due: April 1

Pacific Licensing Studio

Bangkok, Thailand

[Pacific Licensing Studio](#) (PLS) is a brand management and consumer products licensing agency, focusing on Asian solutions for intellectual property. A sustainable consumer products licensing business relies critically on a formula that works for all parties – downstream licensee, upstream principal and the agency in between managing the business on behalf of both clients – we focus on implementing this formula, and managing the balance between the parties to the betterment of all stakeholders. PLS aspires to be the best regional brand management and licensing agency, providing full-service, customized and intuitive business solutions to our clients.

Watch this video (made by previous UVA intern Marcos Ripoll-Bunn) for an introduction to the field of consumer products intellectual property licensing:

<https://www.dropbox.com/s/itzhr9642gjlqk/PLS%20Licesing%20101%20FINAL.mp4?dl=0>

Description of virtual internship position:

- The intern will be engaged in a variety of marketing-related projects involving both PLS's clients and PLS's own corporate branding and communication platforms. A significant portion of the projects (though not necessarily all) will involve social media and digital marketing. Specific projects may include increasing PLS's footprints on FaceBook, Instagram, and LinkedIn.
- The intern will be central to the development and execution of key marketing campaigns on behalf of our clients, which is at the core of our mission. The intern can expect to develop strong inter-cultural skills working with people from across the region, as well as business diplomacy, since as an agent we are 'in between' the licesensors and licensees, so we're constantly "wagging the dog" in either or both directions.

Preferred qualifications:

- PLS is looking for a highly motivated, independent, self-initiating student who enjoys and has a knack for marketing (but needn't only be coming from a business/marketing background). Most importantly, the student MUST be extremely knowledgeable and



comfortable with all primary social media platforms and those students who can point to specific relevant experience (academic or professional) in the digital/social media space will have a meaningful advantage.

Language:

- English is the only required language; Thai is helpful although not required.

Pre-internship preparation requirements:

- PLS will provide the intern with preparatory materials once specific projects are identified, and he/she must complete a thorough review of all materials on www.pacificlicensing.com (including reading the full blog) and study of information on www.licensing.org to better understand our business.
- Interns must discuss their interests with PLS leaders prior to the start of the internship. Technical skills development may be required in advance.

Previous interns' reflections:

Months ago, when I first decided to take this internship opportunity and travel to Bangkok, I imagined what the adjustment to living across the world would be. Instead, I had to deal with a totally different adjustment — the adjustment to remaining completely in place. I would say, too, that this new adjustment was far more difficult. Instead of maneuvering the streets of Bangkok to attend office meetings, I opened my laptop while sitting in bed at my home in Chicago. I was in a time zone at least 12 hours behind all of the people I worked with — our meetings began with a “Good evening!” from them and a “Good morning!” from me.

Despite these challenges, this opportunity allowed me to grow both personally and professionally. The lack of immediate oversight enabled me to further strengthen skills in self-discipline, while the need for virtual meetings and email correspondence provided me with the ability to develop skills as a virtual employee — something that seems to be increasingly more important in the world we now live in. More importantly, though, I was able to immerse myself in a global experience all while remaining perfectly still. Without any traveling — without even leaving my bedroom — I was able to interact with colleagues who lived thousands of miles away. While this obviously did not end up being the experience I initially expected, this virtual global experience allowed me to grow in ways I had never expected, and I am incredibly grateful for that.

~ZACHARY PASCIAK (Summer 2020; virtual)

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Contact the program director, Ingrid Hakala [ihm6t@virginia.edu], with specific questions



Working in Bangkok, Thailand at Pacific Licensing Studio has been an incredible experience professionally and culturally. As an intern, I was given responsibilities to lead my own marketing and business development projects. I also contributed weekly in strategy meetings with senior management related to e-commerce development. The high level of autonomy and high-profile projects provide valuable experience, while living in the most interesting city in South East Asia. Working at PLS is a once in a lifetime chance to work in Asia, the fastest growing market in the world, and learn cross-cultural soft skills that are increasingly relevant today.

~MARCOS RIPOLL-BUNN (Summer 2019; in-person)

I love this internship, the people here and this country! It is a precious opportunity to explore the Southeast Asian market and improve digital marketing skills. I believe it opens the door to the New World and will guide me to be a global talent.

~ EVA LINHAO ZENG (Summer 2017; in-person)