

Hey future media expert! Ready to make your mark in the dynamic world of digital marketing?

At WPP Media, part of the global WPP media collective, we are building the future of media in the AI era. We bring together the best platforms, the most talented people, and the strongest partners to create groundbreaking solutions that help brands grow. Our core values? We are **Extraordinary, Open, and Optimistic** – always looking for new opportunities and ready to push boundaries.

Are you ready to immerse yourself in the dynamic world of digital marketing and gain valuable practical experience? At WPP Media, we collaborate with leading brands such as AdAlliance, Google, Amazon, and DPG on the most innovative and data-driven digital campaigns. We are looking for a driven and eager-to-learn intern who wants to specialize in Digital Video & Audio Advertising. Do you have a passion for online media and data, and do you want to make an impact during your internship? Then this is your chance!

Your Role as Digital Video & Audio Advertising Intern in Amsterdam:

The Online Video and Audio domain is growing exponentially and one of the most innovative fields within digital marketing. Channels like YouTube, Twitch, Videoland, and various audio platforms are full of valuable data that we use to optimize our advertisers' online campaigns. During your internship, you will have the opportunity to contribute directly to this.

As a Digital Video & Audio Advertising Intern at WPP Media, you will become part of an innovative and fast-growing team. You will support and work on projects for the biggest brands in the Netherlands, including RTL, Unilever, Kruidvat, Nederlandse Loterij & Eneco.

What will you do?

- **Programmatic Media Planning:** You will contribute to the development of integrated programmatic media plans for Video and Audio campaigns, gaining insight into the strategy.
- **Campaign Management & Optimization:** You will assist in managing and optimizing ongoing Video and/or Audio campaigns across various platforms. You will learn how to continuously analyze and optimize, further developing your analytical skills!
- **Data-driven Insights:** You will help translate complex data into valuable and insightful reports, thereby contributing to achieving optimal performance for our campaigns.

- **Innovation & Process Improvement:** You will proactively seek new improvements, solutions, and tools (think AI applications) to continuously optimize campaigns and processes. We encourage you to come up with fresh ideas!

This Is You:

- **Education:** You are pursuing a HBO/WO (Dutch vocational/university education) degree and are looking for a graduation internship, preferably in a field related to media, marketing, or communication.
- **Availability:** You are available from September 2026 for a minimum period of 5 months. You can work 4/5 days a week.
- **Passion for Digital Media:** Great interest in online marketing, digital media, programmatic advertising, and data. You are eager to learn more about this!
- **Analytical & Eager to Learn:** You have a talent for analytical thinking and are keen to derive insights from data and see how campaigns are optimized. You are proactive and motivated to learn.
- **Team Player & Growth Mindset:** A team player who wants to grow within a specific marketing field and is always looking for new knowledge.
- **Innovative:** You are curious about new technologies and the role of AI in media, and dare to contribute ideas about this.

What do we offer?

- An internship allowance of €450 per month based on a full-time internship;
- Personal 1-on-1 guidance from an experienced colleague to help you develop optimally;
- An open, informal working atmosphere where everyone can be themselves and where your input matters;
- Access to a large international network full of opportunities;
- A dynamic workplace where you can collaborate in our vibrant offices in Amsterdam and Eindhoven.

Ready to start your internship at WPP Media? Send your CV and cover letter now, and who knows, we might welcome you to our team in Amsterdam soon!

Note: *For all our internships, it is required that you are enrolled at an educational institution for the entire duration of the internship.*