



THE SPORTS INTERN

INTERN INSIGHTS

ANNE VENEMA

Partnerships Intern - Official League
Class of 2025 - Liberty University

INTERNSHIP RECAP:



Anne Venema recently completed a partnerships internship with Official League, a lifestyle brand that creates limited-edition hats and apparel rooted in sports, music, and culture. In this role, she got hands-on experience managing the process of building relationships with partners including teams, brands, musical artists, and other public figures.

A typical day involved researching and identifying new leads, crafting personalized outreach and lookbooks, and managing accounts through HubSpot. Through this experience, Anne developed key hard skills like using CRM software to support business development and conducting strategic research to find the right-fit partners. She also sharpened soft skills like persistence and relationship-building as well as the importance of caring about a brand's mission as deeply as the team behind it.

OTHER EXPERIENCE



- Assistant Social Media Manager, Women's Ultimate
- Academic Tutor, Academic Affairs for Athletics
- Marketing Apprentice, Fan Experience and Promotions



- Game Day Operations Intern

BEST ADVICE RECEIVED

From Jimmy McCarthy during the MetsU program: **Act like you have the job title you want.**

This advice helps me stay focused on long-term goals and show supervisors that I really want to make an impact within their organization, not just satisfy a school credit requirement or resume booster.



ANNE'S TIPS

Use LinkedIn as your story – whether it is to post what recent thing you're doing in school or you learned, your internship work, or your "about me" on your page. Your profile shows your personality and who you are. It is your chance to tell your story before you sit down with an employer.