



# THE SPORTS INTERN

## INTERN INSIGHTS

### KATE ALTMAN

Activation Intern - NJ Devils (HBSE)

Junior - Syracuse University

#### ➤ INTERNSHIP RECAP:



Kate Altman is a junior at Syracuse University majoring in Sport Management with a minor in Marketing. She recently completed an eight-week internship with **Harris Blitzer Sports & Entertainment** as an **Activations Intern - New Jersey Devils**.

Kate landed the role by applying through LinkedIn and proactively reaching out to contacts she had built through a prior internship with the NJ Devils Youth Foundation. Each morning, she kicked off the day by summarizing recent sports marketing articles for her team. Her daily tasks included organizing sponsor databases or updating Excel spreadsheets. She would also join in on calls with sponsors throughout the day as her team had to do yearly recaps with all club partners during the NHL off-season.

One of the biggest takeaways from her experience was the value of taking advantage of company resources and building relationships with people across departments regardless of whether their roles aligned with her exact career goals. She also emphasized the importance of self-advocacy, asking questions and seeking clarity when unsure about tasks assigned to her helped her grow and contribute more confidently.

#### ➤ OTHER INTERNSHIP EXPERIENCE:



Slice Sport  
Management  
Intern



Syracuse Athletics  
Communications  
Intern



NJ Devils  
Youth Foundation  
Intern



#### KATE'S TIPS

- **Build relationships** because people will be willing and wanting to help you! Even if the person is not in your area of interest, any contact is a good contact.
- **Advocate for yourself.** If you are given a project or task and you have questions or are unsure of how to do something, don't be afraid to ask for help – you will end up learning more!

#### ➤ BEST ADVICE RECEIVED

From Jake Reynolds, President of NJ Devils:  
“No task is too small, no task is too large.”

#### ➤ DREAM JOB

Corporate Sponsorship/Activation for an NHL team.