



THE SPORTS INTERN

INTERN INSIGHTS

AUBREY DOWNS

Merchandise Intern, Ryder Cup 2025

LEGENDS GLOBAL

Senior

Southern New Hampshire University



Aubrey Downs interned with Legends Global as a Merchandise Intern at the Ryder Cup in 2025, where she learned how to manage large-scale merchandise operations for an international event.

A typical day started with meetings to review shop operations, restock inventory, and prepare for the tournament. She also helped oversee volunteer assignments, assisted with customer service, and made sure the visual displays stayed clean and organized.

Event week was fast-paced:

- long hours
- constant problem-solving
- tons of collaboration with staff and volunteers from all over the world



KEY LEARNINGS

1. Importance of **communication** and **teamwork** when training and coordinating over 700 volunteers to keep the shops running smoothly during high-traffic times.
2. How visual merchandising impacts the customer experience. **Small layout or display changes** can influence sales and flow throughout the store.



AUBREY'S TIPS

Apply to everything that interests you, even if you think you're under-qualified. **Network** as much as you can and don't be afraid to **reach out** to people on LinkedIn. Most people in the industry are happy to give advice or share opportunities if you just take the initiative to ask.