

Application Form

DNA

CONTACT INFORMATION

Full Name (First, Middle Initial, Last) _____

Phone No. _____ Email _____

Current Address _____ City _____ State _____ Zip _____

Permanent Address _____ City _____ State _____ Zip _____

Applying for: Internship & Scholarship Scholarship only

*For internship and scholarship, candidates must be legally authorized to work in the United States without restriction.

DEMOGRAPHICS

Ethnicity

African American/ Black

Subcontinent Asian American

Asian American

Middle Eastern/North African American

Hispanic/ Latino

Multiracial (Check all that apply)

American Indian/ Alaska Native

LGBTQ

Pacific Islander/ Native Hawaiian

Other _____

EDUCATION

Major/Course of Study _____ Overall GPA _____

Area of Interest: Media Brand Strategy Account Management Art Direction Copy Writing

Expected Graduation Date (m/d/yy) _____

ESSAY QUESTIONS

Get creative with these questions! Your responses can be written, visual or both. Please provide us links to your work and/or attach documents.

- 1 Tell us about yourself. How have your life experiences influenced and shaped your interest in pursuing a career in advertising?
- 2 Tell us about an ad that you love and why. Tell us about an ad you hate and why.
- 3 Outside influences keep us fresh. What side hustle/passion project do you have going on right now?

DNA

BREAK INTO ADVERTISING

DIVERSITY SCHOLARSHIP WITH DNA SEATTLE



APPLICATION PROCESS

Eligibility: We are looking for individuals underrepresented in advertising including, but not limited to Black/African American, Hispanic/Latino, Asian/American, Subcontinent Asian American, Middle Eastern/ North African, Native Hawaiian or Pacific Islander, American Indian, or Alaska Native, Multi-Racial, LGBTQ, or other. Must be currently enrolled Junior or Senior at the University of Washington, UW Tacoma, or UW Bothell.

PICK AN AREA OF INTEREST:

Media
Brand Strategy
Account Management
Art Direction
Copywriting

GATHER:

- This Application Form
- Transcript
- Letter(s) of Recommendation`
- Resumé
- Portfolio (Creative interns only)

SUBMIT TO:

uwdiversity@dnaseattle.com or
1305 5th Ave Suite 2600
Seattle, WA 98101

IMPORTANT DATES:

Applications must be e-stamped or postmarked by March 19th, 2021, 5PM PST.

Scholarship winner will be notified on April 16th, 2021.

THE SCHOLARSHIP:

This award recognizes underrepresented diverse students interested in advertising. \$1500.00 will be paid directly to the University of Washington and applied to your student account.

THE INTERNSHIP:

10-week paid internship with flexible start date.

QUESTIONS?

Contact: Charlene Short, Director of Talent and Culture at c.short@dnaseattle.com

We are an equal opportunity employer, and we value diversity at our company. We do not discriminate on the base of race, religion, nationality, gender, sexual orientation, age, marital status, veteran status or disability status.