The Ultimate Media Entrepreneur Internship in LA

Overview

The Gold Horse, a boutique creative production company based in Los Angeles and New York, is seeking up to 4 passionate and detail-oriented Entrepreneurial Interns to join our dynamic leader Dalit Gwenna Branch and team at our LA hub. As a Gold Horse Entrepreneurial Intern, you will dive into the fast-paced world of creative production which is essentially supporting product advertising and asset production through photoshoots and video shoots.

We execute content creation for top-tier brands as well as supporting inspiring smaller brands with iphone content. Working closely with our experienced creative team, you'll contribute to delivering innovative, memorable content that engages audiences across platforms—from glossy print to viral social media campaigns. All prep is typically done remotely, while on shoot days we come together. This unpaid internship offers hands-on experience for those eager to build a career in creative production, advertising, social media, fashion, branding, or media.

Who We Are

The Gold Horse is an environmentally conscious, full-service creative production agency specializing in crafting high-impact visual content for brands of all sizes. Founded by Dalit Gwenna Branch, we pride ourselves on being a women owned company. With over a decade of expertise, we produce photoshoots, video campaigns, e-commerce look-books, and social media content that captivate and inspire. Our work spans fashion, beauty, tech, and lifestyle, with recent projects including a *BAZAAR* cover shoot with Lili Reinhart and campaigns for Olivia Rodrigo and Sweetgreen, Tecovas, and ASTR The Label. We pride ourselves on fostering inclusive, positive sets and maximizing every shoot day to deliver exceptional results. Learn more at www.thegoldhorse.com.

About Our Work

Our clients range from emerging startups to global icons, and our content is designed to resonate with diverse audiences. We create:

- **Photoshoot Campaigns:** Stunning visuals for e-commerce, editorials, and influencer campaigns.
- **Video Shoots**: Dynamic commercials, social media reels, and branded storytelling.
- **Content Creation**: Engaging social media assets, look-books, and creative direction for multi-platform campaigns.
- **Curated Iphone Content**: Inspiring social media assets for homes, hotels, and brands.
- **Branded Event & Activations**: Exciting and curated events for our clients to market their brand.

Every project is tailored to the brand's vision, blending artistry with strategy to drive engagement and impact. Our goal is to make every frame unforgettable, whether it's a single Instagram post or a full-scale advertising campaign.

Qualifications

The entrepreneurial intern position involves the following qualifications:

- A strong positive "can-do" energy.
- Ability to work on set for 11–12-hour days (on shoot days).
- Access to a computer and reliable internet for remote prep.
- Majoring in Film, Media, Advertising, Communications, or a related field.
- Familiarity with production tools and software (e.g., Adobe Premiere, Photoshop, or equivalent) is a plus.
- Experience or interest in branding, social media, and content creation a plus.
- Collaborative spirit with strong communication and interpersonal skills.
- Detail-oriented, proactive, and able to thrive in a fast-paced environment.
- Strong organizational and multitasking abilities.
- Able to commit 5-15 hours per week.
- This internship is eligible for academic credit if approved by your institution.

What to Expect

You can expect the following from the entrepreneurial intern position:

- Assist Dalit and team with pre-production tasks, including scheduling, location scouting, and prop sourcing.
- Support on-set activities during photoshoots and video shoots, such as production setup, and time management.
- Assist with the creation of assets for small "friends of the brand."
- Collaborate with the team to maintain brand consistency across all visual content.
- Stay updated on industry trends in advertising, social media, and production techniques.
- Engage with our crew to ensure smooth, inclusive, and positive shoot experiences.
- Overall, we work as a team and wear multiple hats. Even Dalit will order coffee or take out the trash if needed.

Learning Outcomes

Entrepreneurial interns will:

- Gain hands-on experience in producing branded visual content for advertising campaigns.
- Develop critical thinking and problem-solving skills in managing production challenges.
- Practice creating and executing project plans within tight timelines.

- Strengthen technical skills in production tools and set operations.
- Deepen understanding of how creative production aligns with brand strategy and marketing goals.
- Build a portfolio of professional work with real-world client projects.
- Learn to manage high-pressure environments while maintaining quality and creativity.

Credit

This unpaid internship is eligible for academic or course credit if approved by your educational institution. Students pursuing credit should consult their academic advisor. The Gold Horse team will collaborate with students and advisors to meet learning objectives and complete required documentation. The internship requires no more than 15 hours per week and complies with the U.S. Department of Labor internship guidelines (see https://www.dol.gov/agencies/whd/fact-sheets/71-flsa-internships).

Internship Grants

Although the internship is unpaid, there may be internship grants available to support your work as an entrepreneurial intern at The Gold Horse. Please reach out to Professor Jeff Heinzl at jmh173@pitt.edu for more details.

Application Process

Accepting applicants for June 2025.

To apply, please submit a resume and cover letter indicating why you are interested in this position, to engintern@pitt.edu by **Thursday, May 8**. If you have questions, please direct them to jmh173@pitt.edu.