

Inside the Omnicom Health Internship Experience: Tomorrow's Talent in Action

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In healthcare communications, growth is fueled by fresh perspectives. This summer, Omnicom Health’s US Summer Internship Program once again proved that when bright, eager minds come together, innovation thrives.

Over the last 9 weeks, 54 interns from 37 universities immersed themselves in 13 of our agencies, learning about pharmaceutical advertising and gaining an understanding of how they can leave their mark on the healthcare industry and our network.



54

interns



37

universities



13

agencies



The 2025 Intern Project Challenge: Turning Insights into Impact

This year, we challenged our interns to answer a question that fills a gap at the heart of Omnicom Health’s culture:

How do we choose a network-wide philanthropy cause that unites our people and our agencies, and aligns with our organization’s values?

How do we empower our teams globally to get involved in their communities?

Throughout the summer, cross-agency teams ideated, researched, and developed actionable proposals to turn their ideas into a reality. Four core areas of impact for consideration included:

- Identifying a philanthropic partner and program idea
- Defining a clear strategic vision for the initiative
- Outlining key moments of employee engagement
- Establishing a plan to measure success

Evaluation criteria for the project were based on:



Strategic thinking and insight development



Creativity and innovation



Execution and attention to detail



Presentation and communication



Overall proposal idea

The Highlights from the Work

We were grateful to have an admired panel of judges reviewing the interns' hard work this summer: Edward Frankel (Chief Human Resources Officer), Diala Habib (President, HCG), Kathleen King (Chief Learning & Coaching Officer), Veronica Warman (SVP, Group Creative Director, Entrée Health), Nicole Collins (Director of Growth & Marketing, Omnicom Health), and Jamie Goldberg (Marketing Manager, Omnicom Health).

Six teams brought forward bold, innovative ideas, but one rose to the top. Team 4, *The Balloonatics*, captured the judges' attention with a concept that tied Omnicom Health's upcoming 10th anniversary celebration to a philanthropic initiative benefitting The Birthday Giving Program and Direct Relief's Fund for Health Equity.

Their proposal stood out for its scalability, creativity (yes, complete with party poppers!), and ability to make philanthropy a shared, fun experience across the network. Below is a key component of the event—birthday kits, each containing small gifts and a birthday card with an information pamphlet.

Shout-out to the team that made it happen:

- Deena Weber - Account Manager
- Jennifer Mai - Account Manager
- Ella Surmeli - Business Manager
- Sarah Trahan - Strategist
- Mia Durand - Strategist
- Devin Downing - Strategist
- Stacey Polynice - Art Director
- Hayley Burrowes - Copywriter
- Jerome Gayman - Producer



Inside the kit, each person will receive a birthday card. The card will have information on how they can receive a free wellness check.



The Process

There were four key dates that set benchmarks and checkpoints for the interns throughout the program.



JUNE 17th

On June 17th, we held our Proposal Review Session. Each team presented three philanthropic proposals based on their initial brainstorming and data mining. Teams left this session with a singular idea to further develop.

JULY 15th

On July 15th, we hosted a Project Q&A: an opportunity for the teams to gain clarity on outstanding questions, explore opportunities for idea expansion, and gain insights on how the presentations should take shape, learning from each group’s thinking.

JULY 31st

On July 31st, we held our final Project Q&A. This was their last chance to connect with our marketing team before the final presentations—and shake out those jitters!

AUGUST 5th

August 5th was the big day! Each team presented for 10 minutes, followed by a 5-minute Q&A led by our panel to bring the summer to a close.



A big thank you to our agency mentors, who each joined a team this summer and guided their groups in campaign creation and overall personal development: Eric Niederman (Biolumina), Brandon Battersby (DDB Health), Will Burnett (Patients & Purpose), Hannah Friedfertig (Patients & Purpose), Liz Wong (Entrée Health), Jemma Roche (TBWA\WorldHealth), and Erwin Caluya (DDB Health).

The Intern Experience

in Their Own Words



“I have made amazing connections and learned so much from people in the industry and specifically in my department. I also learned about rare diseases that I would have never known about.”

—Naomi Worman, DDB Health Strategy Intern

“One experience from this internship that I’ll take with me to my next role is pitching and presenting. I had the opportunity to pitch my work on multiple occasions, and it helped me become more comfortable with presenting to others.”

—Stacey Polynice, DDB Health Art Intern

“One thing I’m walking away with is how to advocate for myself. Whether that be a creative idea, managing workload, or engaging in certain conversations, I am much more confident speaking on behalf of my needs rather than keeping them tucked away.”

—Lindy Truitt, Harrison/Star Copy Intern

“I came into this with no experience in the corporate or marketing world and I have found this experience to be incredibly valuable. I learned how my skills as an artistic creative can be applied to the professional world, and how storytelling and personal creativity can be a powerful tool in professional work.”

—Caroline Cavalier, Wildtype Copy Intern

“Working with a multi-disciplinary team has been a positive experience! Through internship programming, our team was able to understand everyone’s skill sets and leadership styles upfront. This was very informative and paved the path for our project roles. I also found that meeting twice a week served our team best because it ensured we were all on the same page.”

—Arielle Lvovsky, TBWA\WorldHealth Account Intern

“Being an account intern working and engaging with a large, ongoing brand and product taught me so many things. I not only learned how account teams work with clients, but I also gained hands-on experience with project managers, art/creative directors, copywriters, and so many more. I really felt like I was learning new things stepping out of the office at the end of each day.”

—Jennifer Mai, TBWA\WorldHealth Account Intern

The internship program serves as a launch pad for professional development and long-term career success, beginning at the world’s largest healthcare advertising network where the possibilities are endless. Employees are transformed into the next generation of healthcare leaders where every day we’re building lasting connections to create a better tomorrow.

Looking to apply for the US Summer 2026 Internship Program?

Reach out to: InternTeam@omnicomhealthgroup.com



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