

Nielsen Career Tuesday Notes

- Many UConn students come to Nielsen! Primarily in Financial Leadership Program
- Ratings company at the core; media measurement and data analytics company
 - Nielsen: Measure and track audience content consumption across media channels
 - Nielsen IQ (“Cousin Company”): tracking consumer purchasing behavior
 - Foundation of both: track ratings and consumers, but end goals are different
- Financial Leadership Programs for internships and full-time
 - APPLICATION DEADLINE: **October 1st**
 - Full time: 2 year rotational program, 4 6-month rotations
 - Provides deep dive at what it means to work in corporate finance at a company like Nielsen
 - After program, there will be a list of opportunities available and participants set up calls with managers, and then managers and participants set preference list and find the perfect match
 - Corporate Audit Staff opportunity afterwards as well, continue getting mentorship, speakers, professional development, etc.; allows you to refine your corporate accounting skills and gain more leadership development
 - Selection process for full time: application, interview with someone who graduated from the program, then determine candidacy for full time, next step is two day experience in office (“FLP Invitational”), offer
 - Intern: 10 week experience after Junior year
 - Assigned to one finance team and work on one project; at the end of summer, present to Senior Finance Committee including CFO about what you accomplished
 - Enhanced mentorship, professional development, and other guidance opportunities
 - Selection process for intern: application, interview, decision
- **In person or remote? TBD**
 - SmartWork strategy: meet people where they are
 - Internship experience (hopefully) in NYC
 - Financial Leadership Program in NYC for first year, and opportunity to rotate geographically afterwards to places like Chicago, Tampa, etc.
- Tips from the recruiters: show demonstrated interest, do research on the company and know what they do, ensure you are well dressed and well mannered, have an idea of what you want to do in the future and be willing to explore new opportunities, prepare questions in advance from your research
- After meeting with recruiters/interviewers, make sure to wrap up and ask about next steps
- Recruiting outreach for other areas will start later in the school year; Nielsen IQ may have more programs for other areas outside of Finance