



Sales/Advertising Internship

Description

Innovative, fast-paced startup company growing rapidly. We are looking for a motivated individual who can manage multiple tasks. The intern is expected to have an understanding of the digital media landscape and strong critical thinking skills. Core responsibilities of the internship include performing market research, sales, Search Engine Optimization research, advertising, and more.

This position will be approximately 30 hours per week and run from mid May through late August. This internship is designed to be credit eligible. Alternative hours may be discussed depending on the applicant. Work hours are a combination of in person meetings and individual work.

Responsibilities

- Assist in development of potential customer lists
- Conduct new market research
- Participate in customer development and discovery
- Research and suggest content for SEO
- Assist in the creation of signage, circulars, mock ups, e-mail campaigns, on line promotion, etc.
- Assist in the distribution or delivery of marketing materials
- Assist with fulfillment of marketing offers
- Research and understand customer behavior as it relates to product development
- Perform analysis of marketing and sales data
- Seek and analyze competitor marketing and sales materials both on and offline
- Contribute to marketing campaign design project in various ways
- Schedule and coordinate speaking engagements and other events
- Monitor and post on blogs, forums, and social networks
- Website and social media optimization
- Keyword analysis
- Cost/benefit analysis

Requirements

Students applying for this internship should be Marketing/Business or Communications majors, with 3 years of experience on the Web and a solid understanding of youth markets. This person should have excellent verbal and written communication skills, with extensive knowledge of Web and social media. PowerPoint, Word, Excel and Photoshop experience is a bonus, and will be considered when choosing the best applicant for this internship position.

Majors

Marketing, Business, Communications

Interested students should contact Drew Lang at Andrew.Lang@OmegaNotes.com for more details.