

Internship at a Branding & Marketing Company in Los Angeles, CA

Host Company ID: I-0421401



Internship Duration: 3-12 months (*paid: \$100-200/week*)

Company:

We propel brands forward using influencer-based and non-traditional marketing strategies for consumer, retail and distribution channels.

Our experience spans the following industries:

- Beauty
- Fashion
- Lifestyle
- Wellness
- Retail
- Automotive
- Financial Services and Insurance
- Technology (Hardware and Software)

- Housewares and Appliances
- Consumer Products
- Pharmaceuticals
- Non-Profit Organizations and Trade Associations
- Entertainment and Production Services

By focusing on influencer outreach, we create repeat sales and unbreakable customer loyalty.

Internship Position:

Copywriting

- Improve fluency in American English marketing copywriting
- Prepare first drafts of client assignments (e.g., press releases, social media calendars, etc.)

Social Media Management

- Post client social media content as needed
- Scan social media properties and prepare responses to them (community building)
- Make workable suggestions for expanding client social media presence
- Pull data needed for monthly client social media performance reports

Digital Content Management

- Track client digital ad campaigns (search, Facebook, Instagram)
- Perform keyword analysis when needed
- Post approved blog content to client blogs
- Pull data needed for monthly client blog performance reports

Promotions Management

- Manage updates to client marketing calendars
- Prepare creative briefs for client promotions as needed

Market Research

- Prepare market research as needed using primary and secondary

Business Ops / Marketing Processes

- Prepare weekly client status reports for team

Requirements:

- Marketing background
- Experience with consumer products preferred
- Working knowledge of English