

## Social Media & Marketing Internship in New York, NY

Host Company ID: I-0421324



**Internship Duration:** 3 - 12 months (*unpaid*)

### Company:

We are a Fashion Design company with its own online shop.

In 2008, The International Design Awards nominated us for Fashion Designer of the year in their Prêt-a-Porter category. In 2009, we created a capsule kids collection, for Saks. In 2013, our New York e-commerce store was launched on our website. The brand's headquarters, design and distribution are located in New York City, in the fashion district. The collection has also been featured in WWD, Glamour, Elle, Lucky, InStyle, FashionTV, NBC TV, FOX TV, Bravo Network, USA Network, PeopleStyle Watch, InTouch, US Weekly, Seventeen, Health, Latina, Audrey, New York Newsday and many other media outlets.

### Internship Description:

The Social Media and Marketing intern will participate in special projects with the marketing team, creating concepts for marketing campaigns, learn and research channels of brand promotion through social media platforms such as Instagram, Facebook, Twitter and Pinterest.

Further tasks include:

- establish new and maintain relationships with industry influencers and bloggers on collaborations
- participate and attend trade shows where they will be able to assist the sales team during appointments
- learn and utilize marketing platforms such as Mail Chimp and Facebook to create campaigns, advertisements and track analysis
- work with the Design and Production Manager, learning programs such as Photoshop and Illustrator where they can create custom mailers, flyers and marketing materials
- work with the Marketing Manager and Sales team to learn platforms such as the E-Commerce back end and Shop the Floor to create campaigns, advertisements and track analysis.