

## Marketing at a Fashion Design company (New York, NY)

Host Company ID: I-0421570



**Internship Duration:** 3 - 12 months

**Compensation:** Unpaid but offering clothing allowance of US\$500 at wholesale

### Company

As a leading luxury lifestyle brand, we create timeless classics in exclusive colors and fabrics, featuring outstanding quality and design that is both highly functional and fashionable.

We are about luxurious quality, pure and simple, and it shows in the details of every piece that we create; from the tailored finishing and delicate lining to the elaborate hand-beading, embroidery and specialty stitching. We stand behind our product and know that quality and craftsmanship are paramount!

Headquartered in the heart of New York City's Fashion Avenue, we have four freestanding boutiques and our clothes and products are sold in 800 premier department and specialty stores worldwide.

### Internship Position

The intern will work with the Social Media Executive in alignment with business strategies and direction

**Tasks:**

- Help develop content, based on brand DNA, with creative teams; this could include blog, articles, posts, tweets, etc.
- Help team in managing and growing the business presence across social media channel, including blogs, articles, Twitter, Facebook etc.
- Social media reports and finding ways to improve on those metrics through suggesting new initiatives.
- Collaborate with cross-functional teams to develop marketing and communication plans that leverage the social media spaces.
- Help with promotional material, charity events
- Help develop and place publicity events
- Help with our website

**Language Skills**

Excellent English skills, Mandarin or Cantonese are a plus (not a must)