

Digital Marketing Intern

**Summary**

As Marketing Intern, you will assist the Marketing Director in the implementation of all marketing activities and strategy to grow the company. The internship will manage the website and social media activities to increase the brand awareness while working as graphic design hub to produce marketing materials for new and existing business. This individual will have strong work ethic capable of keeping up with a fast-paced Marketing environment.

This is a 20–24 hour per week schedule, paid internship on-site at our corporate office and showroom in Carrollton, Texas.

**Essential Duties and Responsibilities**

* Monitor social media platforms including Facebook, Twitter and LinkedIn and compile analytics
* Copywrite for marketing materials
* Content management for website, assist with website brand image and storytelling across site
* Create graphic materials with limited direction; recommend new design ideas
* Coordinate production of collateral marketing material
* Assist with correspondence, Requests for Proposals and other sale and marketing documents
* Assist in the preparation of client events hosted on-site, i.e. showroom tours, presentations, happy hours, etc.
* Commitment to meeting daily, weekly and monthly deadlines regardless of obstacles

**Position Requirements**

* College junior, college senior, master’s degree student or recent graduate from an accredited college or university with a degree in Marketing, Design, Digital Marketing or related field
* 1-2 years of prior marketing experience in related internship or coordinator role
* 1-2 years of experience in Adobe Suite design software
* Proficient in Microsoft Excel and Word
* Fundamental understanding of graphic design skills
* Knowledge of SEO and PPC
* Highly motivated with a strong desire to learn
* Detail oriented, deadline driven, organized individual able to handle multiple tasks while working independently or as part of a team
* Experience using Google Analytics or data analytics, preferred