

GET FAMILIAR WITH OUR 18 CAREER FIELDS

#17 Marketing



Why choose Marketing

Around the globe, marketing can take on analytical and business roles of planning budgets, add spends, forecasting return on investment and more as well as the creative side of advertising, social media, campaign management and more. Both focuses are delivered through specific departments across industries or in specific marketing agencies or consultancies. Supporting marketing as a virtual intern is so much more than delivering a social media campaign and can include research and analysis, design and creativity, content development, and project management.

Benefits of interning on Marketing

- You will increase your network
- You will Learn to communicate successfully
- You will know how you can create a social media sensation
- You will get the knowledge of different tools of digital marketing



Key Skills you may learn

- Account Management
- Brand awareness
- Business Proposal Support
- Buyer/User Needs
- Content Creation
- Copywriting – Website, Blog, Marketing
- Creating SWOT analysis
- Customer Segmentation
- Digital Marketing – Adwords, SEO, E-mail
- Exposure to CRM systems
- Market Research for Increased Sales
- Marketing Campaign Management
- Paid vs Organic Marketing
- Social Media Marketing

Sample Future Careers

- ❑ Account Coordinator
- ❑ Social media coordinator
- ❑ Project coordinator
- ❑ Public relations manager
- ❑ Brand manager
- ❑ Community manager
- ❑ Product marketing manager

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Placement
Placement: Marketing Internship @ Miller Media Management Placement Career Field: Marketing Placement Country: United States
Project 1: Create graphics and short videos using Canva. The intern will work closely with the marketing and website team to create new digital collateral, videos, graphics and more using Canva. The project may require the intern to utilize their full understanding on our client's company branding and target customer to support the marketing teams' content in getting translated into digital graphics. Content creation may also require the creation of short videos or GIFs to post. In creating the graphics, the intern may need to work closely with the marketing team to ensure that graphics are delivered on schedule, and that design best meets their intended audience. The intern will also be responsible for resizing graphics to optimal sizes for each platform (Facebook, YouTube, Instagram, Pinterest, Twitter). Intern will place all content in Slack for approval and makes edits in a timely fashion. Good grammar, attention to detail and good eye for design are required. Project 2: Social media post scheduling using Creator Studio, YouTube studio, Twitter, and Tailwind (Pinterest). The intern will review current social media accounts and draft social media posts in Trello for approval. This includes writing captions and paring with graphics (created in project #1). Once approved, the intern will assist with scheduling social media posts. The intern will ensure all comments, likes, or questions are responded to professional, quickly, and aligned to the brand. Project 3: Blog research, writing, and drafting in Wordpress. The intern will take on the responsibility of blog topic research including keyword research and content ideas. The intern will submit blog topics and outlines for review. Once approved, the intern will draft the blog posts and submit for review. Once the blog has been approved, the intern will draft the blog in Wordpress including adding images, image alt tags, headings, captions, and on-site links. The intern may work internally and externally to help coordinate a guest blogger program supporting the editing and approval of the blog content. Research may be required to identify and monitor key industry bloggers, trade journalists and twitter influencers, and to assist in flagging and aggregating interesting content to re-tweet and post.
Other Projects Website updates on Wordpress and Shopify. The intern will be asked to perform website updated including adding new products to a Shopify or Woocommerce store, creating contact pages, updating the footer, and installing Google Analytics codes. This project may require the intern to spend crucial time reviewing our website, testing all internal and external links, and reviewing written content and imagery. After a thorough review the intern should create a full report on the review and suggested areas or projects for improvement. Depending on outcomes once improved the intern should lead revising content, and developing any additional pages or copy required, with the support of the website development team. Creating email newsletter in Mailchimp. The intern may be responsible for day-to-day email production including content creation, campaigns, QA, and deployment. (videos, landing pages, emails, webinars, presentations, white papers...) You may use email automation tools to create mobile-responsive email templates, analyze email databases, Implement surveys, A/B testing for lead generation. For all updates, the intern may require analyzing campaign performance and suggest improvements.
Skills You Will Learn
General Skills: Oral/Written Communications; Technical/computer skills; Work Productively / Self Motivate NACE Career Readiness Skills: Digital Technology; Oral/Written Communication; Teamwork/Collaboration Career Field Skills: Content Creation; Copywriting - Website; Social Media Marketing