

## **Sales and Marketing Internship**

**Summary:** Assist Sales and Marketing Department with the planning and execution of any and all marketing activities. This position has a primary focus on inbound marketing and sales strategy. This is a temporary position, with the option for a full-time hire after the internship has concluded.

### **What to Expect:**

#### *Marketing:*

Assist with managing social media strategy

Learn how to use Wordpress CMS to make updates to our website and blog

Produce one (1) well-written, industry relevant blog post every week

Assist with developing and distributing monthly e-newsletter

Researches competitors and prospects

Learn general SEO practices

Learn how make data-driven sales and marketing decisions

Help create marketing collateral including eBooks, brand guidelines, infographics

Help research and define markets

#### *Sales:*

Help sales qualify new inbound leads

Works with sales team to help initiate and create direct sales projects

Learn how to use Salesforce CRM to track and convert leads

### **Skills/Qualifications:**

Degree or coursework in sales/marketing-related field and/or job experience with similar emphasis

Creativity, Self-motivation, Resourcefulness, Initiative

Excellent communication skills, you'll be writing and talking on the phone daily

Ability to work well both independently, in a team environment, and ability to organize and manage multiple tasks within demanding deadlines

Must be comfortable working in a chaotic, fast-paced environment

### **Education and Experience:**

Recently graduated, or currently attending University

Adobe Creative Suite experience preferred