

Marketing Department Internship

This is an unpaid internship that will be used for scholastic credit toward a student's intended major. This internship focuses on giving interns real hands-on experience in all aspects of marketing including traditional marketing tactics and social media strategy.

Responsibilities:

- Gain knowledge of current marketing trends in the social media world that relate to future XYZ marketing initiatives.
- Produce sales reports and analysis for all marketing events and promotions.
- Partake in new idea generation with the Ecommerce and Marketing team.
- Event Planning: assist marketing in the planning and promotion of all in store and online events.
- Media Buying: assist in media buying process-- working with publications and creative marketing team to place and create advertisements, and pay for ad placement.
- PR: assist in building media lists in all markets. Write press releases for events, promotions and relevant XYZ news. Send releases out to press lists or via web services.
- Communicate through social media platforms (Twitter, Facebook, Blogger, Instagram, Tumblr, Foursquare and others) as a brand representative.
 - Write blogs and generate themes
 - Watch and analyze assigned social platform(s) to generate leads and make improvements
 - Create and manage social media strategy calendar
 - Compile analytics weekly
 - Implement social marketing strategy by scheduling posts, status updates, and sharing relevant content with social community.
 - Work closely with e-commerce managers and styling team to create editorial content that is relevant and high-quality