

## Marketing Intern

### Responsibilities:

- Build and create email lists for newsletters, seminar e-blasts, and other marketing campaigns (75%)
- Track OptimumK free downloads and send follow-up emails (5%)
- Research new marketing opportunities that perhaps our competitors or others in the industry are doing (5%)
- Keep Facebook/LinkedIn and any other social media updated (5%)
- Miscellaneous tasks that would be tailored to what the intern is interested in (10%)

### Criteria/Requirements:

- Must have a marketing/communications major
- Junior or Senior status
- GPA of 3.0 or higher
- Must submit a resume and cover letter
- Preferred: Examples of marketing work they've done in class or other internships
- Preferred: A letter of recommendation from a faculty advisor or professor

This is an unpaid internship.

The duration can be negotiated, but would need to be a minimum of five consecutive months.

If you are interested in this position, please email your resume and cover letter to [rachel.trapp@optimumg.com](mailto:rachel.trapp@optimumg.com).

Please, no phone calls.