

Marketing Intern

Who we are:

The Alexis Day Agency is a growing Luxury Lifestyle Marketing and Public Relations agency. We provide marketing consulting, social media management, creative design and digital communication campaigns. We partner silently with emerging upmarket start-ups, and established prestige brands to attract target audiences of international connoisseurs of luxury products and services. Our agency's aim is to help develop and execute communication campaigns that will spotlight the uniqueness and core strengths of our client's brand, build brand awareness and keep them relevant through digital marketing strategies, creative design and PR buzz. Visit our website at www.alexisdayagency.com

OVERVIEW: The Alexis Day Agency is looking for a qualified, savvy, marketing intern to be an integral part of its marketing team where he/she will have an opportunity to help create and develop marketing concepts and execute product/services marketing campaigns and launches as we grow. This is a real opportunity to experience the real work of strategic planning and execution of marketing campaigns, and have the chance to share and give your creative input, as well as develop an array of skills. The position also entails market research, and assisting in the management of social media sites. There will be content writing, so being a skillful creative writer is highly necessary. The Alexis Day Agency is a luxury brand digital marketing agency therefore possessing a sincere interest in luxury lifestyle and social media engagement is a MUST. Major plus if you are one who keeps your thumb on the pulse of pop culture, and/or the fashion and beauty industries.

What you'll be doing: (This is not an exhaustive list)

- Participate in creative and social brainstorming sessions, providing strategic viewpoints
- Perform customer analysis to determine segmentation and optimum marketing approach for agency
- Seek, research and analyze competitor marketing to help determine agency's marketing strategy
- Assist with the creation of an optimum market penetration strategy
- Research and help with marketing and PR campaign strategies
- Assist in the creation of mock-ups, e-mail campaigns, on line promotion, etc.
- Help create presentation materials for both internal and external client facing meetings
- Perform extensive research on the web, ranging from consumer media

- trends, technology trends, client category trends, and more
- Analyze data/output from consumer/competitive/market/brand research and come to thoughtful and inspiring conclusions
- Monitor industry and client category blogs and new feeds on a daily basis to keep abreast of the latest relevant industry trends and positive change marketing examples
- Provide support in implementing social community management

What you'll bring to the table:

- You know how to get things done and do not hesitate to jump in to help out on projects
- Creative, with proven track record for identifying innovative solutions to unique marketing challenges
- Internet and social media savvy
- Ability to work well with others; team player
- A Positive Attitude is a MUST.
- Understand and follow company rules and regulations.
- Perform all duties as assigned and required.
- Clear, coherent, and strong oral and written communications
- Outstanding research and analytical skills
- Organizational and administrative abilities
- Demonstrated maturity to work successfully in a professional setting as well as independently
- Strong Mac literacy
- Understanding of Google Adwords, Google Analytics, Hootsuite.
Demonstrate proficiency using, Microsoft Excel, PowerPoint, Apple Keynote, InDesign, Illustrator, Photoshop, Fireworks, Integrated Marketing, and use of email systems such as MailChimp or the like is a plus

EDUCATION: Must be a college Senior, a recent graduate or grad student with a 3.4 or higher in the fields of marketing, advertising, strategic communications or Business. Prior marketing internship is a plus.

BENEFITS: The selected candidate will have the opportunity to:

- Hone their digital marketing skills
- Build their portfolio of professional work
- Sometimes work remotely, and with a flexible schedule, but must fulfill all work duties and meet deadlines
- Work closely with senior management
- Attend networking events, if located in Los Angeles
- Have hands-on client experience.

- Will receive a certificate of completion
- Will receive a letter of recommendation upon completion of internship
- Potential to become a part of the growing agency team

This is an unpaid internship and the position will begin May 18th or possibly sooner. Applicants must be able to work a minimum of 16 - 24 hours a week, spread over two or three days. Interns must commit for a minimum of 3 months.

Interested candidates must submit a **cover letter, résumé** telling us why you're THE ONE who will set the world on fire!

Alexis Day Agency is an equal opportunity employer. We welcome and encourage diversity in the workplace

No calls please.