



Marketing Intern

Intelligent Product Solutions (<http://intelligentproduct.solutions>) is a leading product development professional services company. The leadership and senior engineering team are deeply talented with unparalleled experience in industry and consulting services. Our client base includes some very well-known Fortune 100 brands as well as budding startups. Because of our growth, we are seeking talented individuals to join our team.

We are looking for an enthusiastic marketing intern to join our marketing department and provide creative ideas to help achieve our goals. You will have administrative duties in developing and implementing marketing strategies.

As a marketing intern, you will collaborate with our marketing team in all stages of marketing campaigns. Your insightful contribution will help develop, expand, and maintain our marketing channels.

This internship will help you acquire marketing skills and provide you with knowledge of various marketing strategies. Ultimately, you will gain broad experience in marketing and should be prepared to enter any fast-paced work environment.

The marketing intern will assist in the management of marketing operations under the supervision of the marketing manager.

Marketing Intern Job Responsibilities:

- Support marketing campaign planning and execution.
- Participate in marketing brainstorming sessions.
- Perform market analysis and research on the latest trends.
- Assist with daily administrative duties such as updating company listing management, ordering business cards, and updating marketing material folders.
- Design and present new social media campaign ideas.
- Monitor all social media platforms for trending news, ideas, and feedback.
- Assist in the creation of written, video, and image content for marketing channels.
- Help with identifying, research and planning of marketing events.
- Research and evaluate competitor marketing and digital content.
- Contribute to the creation of mock-ups, email campaigns, and social media content.
- Create internal and external monthly newsletters.
- Measure and report the results of marketing initiatives.
- Assist in the management of website including creating assets and designing blog posts on WordPress.
- Assist in updating SEO strategy including keyword research.
- Help distribute marketing materials.
- Manage and update company database and customer relationship management systems (CRM).

Education and Experience Requirements:

- Bachelor's degree or currently working towards a bachelor's degree in marketing, business, or a related field
- Successful completion of introductory courses in marketing, business, or equivalent
- Proficient with the use of Microsoft Office (Excel, Outlook)
- Good understanding of the latest marketing trends and techniques.
- Excellent verbal and written communication skills.
- Outstanding multitasking abilities.