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## JOB DESCRIPTION

**Job Title:** Digital Marketing Intern - Payverse

**Department:** Marketing

**Reports To:** Sales and Marketing Manager

**Position Overview:** Are you interested in making a footprint in the digital marketing industry? We are looking for a creative, motivated intern to join our expanding marketing team. You will be working with Senior Level team members on the launch and support of our new platform, **Payverse** ("Connectivity Unbounded").

Our perfect intern has a variety of skills, provides both creative and analytical thinking, and will assist in taking our digital marketing campaigns to the next level. This position may be perfect for you if:

- You are passionate about digital marketing and comfortable providing strategic recommendations to your team members.
- You are experienced and proficient with different social media platforms and channels (LinkedIn, Twitter, Facebook, YouTube, Instagram).
- You love to write about a variety of subjects and can do so independently.
- You have an analytical mind and interest in using data to optimize marketing.
- You have excellent organizational skills, can work independently or with a team, and can manage time-sensitive projects with many moving parts.
- You love to solve problems, and if you don't know the answer, you're not afraid to do the research or ask for assistance.
- You have excellent time management skills and can adjust to moving priorities.

**Essential Duties and Responsibilities:** To perform this job successfully, an individual must be able to perform the following satisfactorily; other duties may be assigned. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Comfortable reporting to, and taking feedback from, senior management and C-level team.
- Optimize automation for the successful deployment of various marketing campaigns.
- Actively contribute to content strategy and development, including photos and video, across multiple channels (social media, website, blog posts, etc.).
- Utilize campaign measurement and monitoring tools to analyze results, report program successes/deficiencies, and recommend next steps.
- Actively measure campaign results and generate regular activity reports to continuously improve Key Performance Indicators (KPIs).
- Strategize, create, execute, and manage digital marketing campaigns to drive online presence and lead generation for a variety of company initiatives.
- Stay abreast of the latest trends and best practices in digital marketing, SEO, and email marketing.

**Preferred Experience:**

- Bachelor's degree in Communications, Marketing, Journalism, Business, or related field, or currently enrolled in an accredited program with a 2021-2022 graduation date.
- Working knowledge of Microsoft Office, Photoshop, and PowerPoint (Webflow experience a bonus).
- Excellent communication skills (verbal and written).

**Position Duration:**

- 6-month position which can transition into a full-time role.

**Location:** Sherman Oaks, CA or Remote | **Part or Full-Time** | **Immigration Sponsorship Available**

