Digital Marketing Intern

[North Shore Animal League](https://pace.joinhandshake.com/employers/37062)

### About this Job

**Organization Description:** North Shore Animal League America is the largest no-kill animal rescue and adoption organization in the world. We are a non-profit organization and since 1944, the League's mission has been saving the lives of pets through adoption, rescue and advocacy initiatives. Every year, the League reaches across the country to rescue, nurture and adopt nearly 18,000 pets into happy and loving homes. Over the years, the League has placed more than 1 million puppies, kittens, cats and dogs into carefully screened homes.

**Intern Position Summary:**

Our Digital Marketing Intern will play an active role the continued development of our online community. Under the supervision of our Web Manager and Social Media Manager, the intern will help maintain and grow our presence on multiple Internet properties using various social media platforms and marketing strategies.

### About North Shore Animal League

Love animals? Want to make a difference? North Shore Animal League America is the place for you.

North Shore Animal League America is the largest no-kill animal rescue and adoption organization in the world. We are a non-profit organization and since 1944, the Animal League's mission has been saving the lives of pets through adoption, rescue and advocacy initiatives.

#### Compensation

#### RELOCATION HELP?

No

#### PAY RATE

#### HOUSING STIPEND

No Stipend

#### DURATION

10-15 hour per week betwen May 31 and August 26

#### Company Details

#### COMPANY SIZE

250 - 1,000 employees

#### INDUSTRY

Non-Profit - Other industry

#### COMPANY TYPE

Unknown

#### HEADQUARTERS

25 Davis Ave, Port Washington, NY 11050, USA

#### WEBSITE

http://www.animalleague.org

#### SOCIAL MEDIA

#### Job Qualifications

#### ALLOWED SCHOOL YEARS

Freshman, Sophomore, Junior, Senior

#### ALLOWED MAJORS

All Radio, Television, Media, Public Relations, Documentary/Film, Digital Communication, Advertising, Journalism, and Communication and Media Studies majors, Marketing, Media And Communication Arts

#### WORK AUTHORIZATION REQUIREMENTS

No US work authorization required

#### Contact Information

#### CONTACTS

Russo Albino Diana

### Desired Skills

**Skills Required:**

• Creative self-starter who is comfortable with both taking initiative and working in collaboration.   
• Demonstrated capacity to create and implement relevant web based content targeted to a specific audience.   
• Detail oriented with strong written and verbal communication skills.   
• Experience with Microsoft applications, basic photo-editing software, and internet browsers. Experience with Adobe Creative Suite a plus.   
• Familiarity and facility with mainstream social media platforms, including but not limited to Facebook, Twitter, YouTube, LinkedIn, and Google+.

A successful intern would have:

• A strong desire to pursue a career in digital marketing  
• Basic understanding of the principles of digital marketing  
• Strong verbal communication skills  
• Excellent written ability  
• Computer literate including MS Word and Excel, basic Photoshop  
• A good understanding of and keen interest in social media: Facebook,Twitter, Youtube, Pinterest etc.  
• Self-motivation and an eagerness to learn  
• Ability to work on a number of tasks simultaneously and to deadlines  
• Ability to successfully work in a team and autonomously

• Passion for animals

### Responsibilities

**Intern Responsibilities:**

Our Internship program is designed to provide valuable real world experience through involvement in the following tasks:   
  
EMAIL MARKETING:   
o See the impact of growing constituents and donations via email marketing   
o Create effective and persuasive messaging.   
o Test and improve performance of email marketing campaigns.   
  
WEB PRODUCTION:   
o Participate in the management of a website on behalf of an organization.   
o Coordinate with various internal shareholders and test and finalize pages before launching.   
o Ensure a website is properly appearing in search results (SEO).   
o Organize content according to purpose (print or web) and designated program categories. 

SOCIAL MEDIA:   
o Collaboratively design and execute strategies for building and engaging a core audience via major networks (Twitter, YouTube, Facebook, Instagram, etc).   
o Develop concepts for social campaigns, research stories, and write content of interest to an audience interested in legal information.   
o Coordinate scheduling content.   
o Responds to posts or comments to bring value the user experience.   
o Performs research to find articles, stories, resources, or other content that is relevant to our customer base and posts it to our social networks in a manner that invites conversation and interaction.   
o Updates social media accounts with current and relevant photos, video, or other content.   
  
  
METRICS:   
o Effectively measure the performance of all online marketing campaigns across all channels tracking applications such as Google Analytics and Facebook Insights.   
o Determine what visitors are doing on a website, where they came from, and how to attract more users likely to do what you want them to do.   
o Regularly observe the online activity of model organizations researches and reports on “social media best practices”

o Help prepare weekly status reports that are presented to management across the Organization

OFFICE SKILLS:   
o Participate in an office environment and interact with senior management.   
o Manage expectations, plan and organize tasks to meet deadlines.   
o Gain insight into how ongoing projects are managed and how teams within an organization coordinate and share responsibility for completing tasks on time and on budget.

**Majors:**

* Marketing, Digital Communications and Media

**Desired Organizational Outcomes:**

• Intern will assist the team with all aspects of digital marketing

• Under the direction of the team, the Intern will spearhead campaigns and see them through to launch and analysis

**Desired Student Outcomes:**

* Intern will develop a strong working knowledge of non-profit organizations, particularly in the field of animal welfare.
* Intern will learn how to apply digital marketing techniques to develop and execute real creative marketing campaigns.
* Intern will learn the mechanics and logistics of launching and managing digital marketing campaigns

**Method of Supervision:**

**North Shore Animal League internships offer you the opportunity to:**

Explore Career Opportunities - by working in the field you have chosen, you can receive an inside look at your potential career path

Network - meet a variety of people in your chosen profession through your internship, allowing you to form relationships you can build on in the future

Find Mentors - certain individuals can help guide you through your internship and expose you to opportunities to which you can aspire.

**Additional Information:**

You will participate in training during the first week of your internship. This training program will expose you to our culture and provide you with a knowledge base to draw upon throughout the remainder of your internship and beyond.

<https://pace.joinhandshake.com/jobs/284129>

Dear Hiring Manager,

Please accept the attached resume as application for the digital marketing position that you posted. I recently graduated from Manhattanville College with a 3.0 GPA and am at present pursuing a Master’s degree in Media and Communications at Pace University. My undergraduate concentration was in digital media, with an emphasis on graphic design with a significant amount of work in writing as well. I also am proficient in Microsoft Word, PowerPoint, Excel, Publisher, Adobe Photoshop and illustrator. I have been told that I have good photography skills. Some examples were displayed at Manhattanville’s Berman Student Center. Please go to my ePortfolio in order to explore my projects: https://eportfolio.pace.edu/user/view.php?id=21298

As my resume indicates, I have held positions which involved a variety of skill sets including entry level office needs, as well as data collection. Additionally I have participated in charity-volunteer programs throughout my community. All of these positions required me to demonstrate my initiative, analytical skills and my ability to think strategically. In addition, my resume shows my experience in social media, with several years of experience on Twitter, as can be seen on my account, @Saturn500Jared. Some of my tweets have gone viral, reaching a vast digital audience.

Something mentioned in my resume which should very much indicate that I am right for this job in particular is the number of pets my family has owned over the course of my life. Between having had five dogs and three parakeets (though not all at once), we have owned nine pets in total, and showered them all with affection. Blitz, a Wheaton Terrier my father picked up from a breeder in Virginia, and lived a long, happy life. The three parakeets: Peacock, Phoenix, and Toucan; my family took care of them to the best of our ability (I still remember when Peacock got out of the birdcage, and I immediately stopped what I was doing in order to help search). Isabeau, a Bichon Frise my mother bought at a pet store and keeps her company. Saturn, a Labradoodle my father and I picked up from a breeder’s home in New Jersey when he was just a puppy, and had a good life with us. Chaiya, a Maltese who once belonged to my late grandmother. And lastly, there is Max, a brindle Greyhound who we adopted through Greyhound Rehab and Rescue. Max retired after a career where he did not win very many races. He is adjusting well to his slower-paced life with us.

I would appreciate the opportunity to talk further with you to learn more about the internship program at your organization and to answer any questions you might have about my qualifications. I can be reached at (914) 238-9703 or saturn500j@verizon.net.

Sincerely,

Jared Butowsky

**Jared Tyler Butowsky**

12 Wynnewood Road, Chappaqua, NY 10514

(914) 238-9703 ▪ saturn500j@verizon.net

ePortfolio: https://eportfolio.pace.edu/user/view.php?id=21298

**EDUCATION**

**Pace University, Dyson College of Arts and Sciences**, Pleasantville, NY

**Master of Arts in Media and Communication Arts**, expected May 2017

*Relevant Coursework:* International Communication; Industry, Theory and Practice

**Manhattanville College**, Purchase, NY

**Bachelor of Arts in Digital Media Production,** May 2015 GPA: 3.0/4.0

**MEDIA TECHNICAL SKILLS**

Adobe Photoshop, Adobe Illustrator, Adobe InDesign; Digital Photography; Audio

Editing

Microsoft Office: PowerPoint, Excel, Word, Outlook

**MEDIA SHOWS**

Photography Exhibition, Berman Student Center, Manhattanville College, Purchase, NY,

2015

**EXPERIENCE**

**New Castle Justice Court**, Chappaqua, NY

***Intern*,** Summer 2014-Summer 2015

Performed clerical work under senior supervision

**Rye Historical Society**, Rye, NY

***Intern,*** Summer 2014

Entered detailed information in print into electronic database

Archived historical pictures

**Bedford Audubon Society**, Katonah, NY

***Intern****,* Summer 2012-August 2013 (seasonal)

Helped with organic gardening in the native and vegetable gardens including

weeding, composting and planting vegetables for local food bank/community

center.

Collected data for migratory patterns of hawks during winter season

**SOCIAL MEDIA**

Three and a half years of experience on Twitter.

Spent a few months on Instagram, understands the basics.

**PETS**

Owner of three dogs, (has had five in total).

Owned three parakeets as a child.

#### Marketing & Social Media

##### [The Safety Group Ltd](https://pace.joinhandshake.com/employers/58497)

[Follow Job](https://pace.joinhandshake.com/jobs/329272)

### About this Job

* Organizing market research
* Arranging promotional events
* Assessing the results of a marketing campaign
* Assisting the manager in writing reports and analysing data
* Helping to drive online traffic with web-related campaigns
* Create editorial calendars and syndication schedules
* Set up and optimize company pages within each platform to increase the visibility of company's social content
* Generate, edit, publish and share daily content (original text, images, video or HTML)

### About The Safety Group Ltd

The Safety Group Ltd. is an industry leader in occupational risk mitigation and compliance in the construction and energy industries. The Safety Group Ltd. was founded in 2013 by the original partners of Homeland Safety Consultants, an occupational safety business created in 2004 in response to the events of September 11 th, 2001. The core focus for The Safety Group Ltd. is construction site safety management and related training, viewed as a major growth sector in New York City. The company also provides energy industry safety, general industry safety & training, fire safety and emergency preparedness for commercial buildings and hotels and risk assessment. The Safety Group Ltd.'s principals have over 25 years of industry experience and its certified trainers are veterans in the safety industry. Our company works closely with its clients to help recognize hazards and non-compliance issues in order to reduce potential losses and insurance premiums and to minimize downtime on construction sites. Overall, the goal of The Safety Group Ltd.'s strategies and services is to not only save their clients time and money, but most importantly save lives.

#### Compensation

#### RELOCATION HELP?

No

#### PAY RATE

N/A

#### HOUSING STIPEND

No Stipend

#### DURATION

90 days

#### Company Details

#### COMPANY SIZE

50 - 100 employees

#### INDUSTRY

Unknown

#### COMPANY TYPE

Unknown

#### HEADQUARTERS

76 Beaver St #15, New York, NY 10005, USA

#### WEBSITE

http://www.safetygroupltd.com

#### SOCIAL MEDIA

(No Facebook Listed)

(No Twitter Listed)

https://www.linkedin.com/company/the-safety-group-ltd-

#### Job Qualifications

#### ALLOWED SCHOOL YEARS

Freshman, Sophomore, Junior, Senior

#### ALLOWED MAJORS

Business Administration, Public Administration, Business, Design, Magazine Publishing, ATP:Business & Mrktng Edu 18 B, Business Education/Marketing, Computer Cmmnctns & Ntwrkng, ATP: Business & Marketing 24 C, Bus Edu/Computer Info Science, Computer Art, Business & Marketing Education, Marketing/Database Marketing, Management/Business Management, Database Marketing, Marketing/Advertising & Promtn, Mrktng:Advertising & Promotion, Applications Programming, Administrative Office Skills, ATP: Business & Mrktng Ed 18 C, Administrative Computer Skills, Media And Communication Arts, Advrtsng & Intgrtd Mrktng Comm, Cmmnctns/Media & Com Arts-MA

#### WORK AUTHORIZATION REQUIREMENTS

US work authorization is required, but the employer is willing to sponsor candidates

#### Contact Information

#### CONTACTS

Kayla Lora   
klora@safetygroupltd.com

### Desired Skills

* Excellent consulting, writing, editing (photo/video/text), presentation and communication skills
* Savy social networking and social analytics tools knowledge
* Adequate knowledge of web design, web development, CRO and SEO
* Knowledge of online marketing and good understanding of major marketing channels
* Positive attitude, detail, good multitasking and organizational ability
* Strong team player
* Excellent written and verbal communication

### Responsibilities

*Writing online content, Helping to drive online traffic with web-related campaigns, Assisting the manager in writing reports and analysing data.  
Arranging promotional events, Organizing data and market research.*

<https://pace.joinhandshake.com/jobs/329272>

Dear Hiring Manager,

Please accept the attached resume as application for the marketing & social media position that you posted. I recently graduated from Manhattanville College with a 3.0 GPA and am at present pursuing a Master’s degree in Media and Communications at Pace University. My undergraduate concentration was in digital media, with an emphasis on graphic design, with a significant amount of work in writing as well. I also am proficient in Microsoft Word, PowerPoint, Excel, Publisher, Adobe Photoshop and illustrator. I have been told that I have good photography skills. Some examples were displayed at Manhattanville’s Berman Student Center. Please go to my ePortfolio in order to explore my projects: <https://eportfolio.pace.edu/user/view.php?id=21298>.

In my ePortfolio, you will see my organizational abilities, as I have everything in my Showcase neatly categorized. Furthermore, the photography section of my Showcase displays my attention to detail.

As my resume indicates, I have held positions which involved a variety of skill sets including entry level office needs, as well as data collection. Additionally I have participated in charity-volunteer programs throughout my community. All of these positions required me to demonstrate my initiative, analytical skills and my ability to think strategically. In addition, my resume shows my experience in social media, with several years of experience using Twitter as a consistent communications tool. Several years of experience using Twitter gave me a good understanding of what people in the modern world want in the way of being marketed to, which should prove to be a great asset.

I am a very good team player. In a class I took during the previous semester, I worked with a team to create a PowerPoint presentation on a hypothetical marketing model for a juice which did not sell very well. Each person in the group had a role in the research and brainstorming that was done. I came up with the general layout of the PowerPoint, and designed a new logo for the juice. Furthermore, I cook dinner with my father every Sunday night, and we divide the work evenly. At this point, we have even worked out a system to make cooking more efficient! The process of cooking involves plenty of multitasking, of course, even with a helping hand. Lastly, I consider workplace safety to be a worthy cause; therefore, I am a good fit for this job.

I would appreciate the opportunity to talk further with you to learn more about the internship program at your organization and to answer any questions you might have about my qualifications. I can be reached at (914) 238-9703 or saturn500j@verizon.net.

Sincerely,

Jared Butowsky

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2015

**EXPERIENCE**

**New Castle Justice Court**, Chappaqua, NY

***Intern*,** Summer 2014-Summer 2015

Organized, collated and inputted parking ticket information into traffic violations

database

Updated the Town Justices’ case files for parking tickets in a centralized e-court

traffic violations database system

**Rye Historical Society**, Rye, NY

***Intern,*** Summer 2014

Entered detailed information in print into an Excel-based electronic database

**Bedford Audubon Society**, Katonah, NY

***Intern****,* Summer 2012-August 2013 (seasonal)

Entered data for migratory patterns of hawks in Microsoft Excel

**SOCIAL MEDIA**

Three and a half years of experience on Twitter.