



Summer 2017 PAID Internship/Part-Time Opportunity

Urban Innovation21 is a public-private partnership that boosts regional economic development through 21st century innovation-driven entrepreneurship. The Pittsburgh Central Keystone Innovation Zone (PCKIZ) is a program of Urban Innovation21. The PCKIZ internship matches undergraduate and graduate students with paid internship opportunities at local start-up companies. PCKIZ internships are open to students from Community College of Allegheny County, Carlow University, Duquesne University, and Point Park University.

Intern Title: Marketing Intern

Company: ProFromGo Internet Marketing

Overview: ProFromGo Internet Marketing develops interactive campaigns and programs that drive business, improve customer service, and deliver a higher return on investment. Our team of dedicated professionals provides expertise in online marketing strategies and web services. We enhance brands by maintaining consistency throughout all marketing and branding initiatives. Beyond web design, ProFromGo Internet Marketing develops creative for direct mail campaigns, newsletters, publications, sales collateral, and any other form of print materials or media. ProFromGo Internet Marketing creates and utilizes the latest technologies to design solutions that help our clients increase sales, reduce operational costs, and improve management control.

Location: Pittsburgh, PA

Tentative Start Date: May 2017

Internship Description: ProFromGo is looking for a marketing intern who is interested in website development and digital marketing as a service. Their primary responsibility will be to attend client vendor strategy sessions to develop a digital media strategy and website buildout. For smaller clients, the intern will develop websites using simple drag and drop tools licensed by ProFromGo and interface directly with clients.

Qualifications:

- Sophomore, Junior, or Senior pursuing a BA in Marketing, Communications or Business
- Creative writing abilities, must be able to create entertaining content for clients in various industries
- Attention to detail, must have the ability to efficiently edit and proofread websites
- Self-sufficiency, we need someone who will work on their own without constant supervision
- Basic knowledge of drag and drop design tools
- Ability to effectively communicate and work in a team environment
- Must work at least 10 hours a week

Bonus of Urban Innovation21 Internship Program:

- Professional development workshops available
- Gain access to 1 on 1 professional development advisory mentoring service
- Opportunity to attend networking events

Pay: \$10 an hour; 224 hour internship assignment; maximum 28 hours per week

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How to Apply: If interested, please email a resume to Joan Hilton, at jhilton@urbaninnovation21.org

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