



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: Content Writer Intern

Company: Resus Tech

Overview: Resus Technologies is expanding the walls of the \$20B hair-care industry by enabling hair stylists to deliver services to the customer's preferred location. We are providing stylists and their shops the ability to increase revenues by helping them meet the demands of today's consumers whose lifestyle and schedules don't fit the traditional in-shop approach. Resus has proven out this model and demand in the Pittsburgh market with our network of 45 hair stylists who are delivering mobile services to the professional markets.

Location: Pittsburgh, PA

Tentative Start Date: May 2017

Internship Description: Company is seeking an Online Marketing Intern to work with our Marketing team. This position comes with a possibility of conversion to full-time employment. The ideal candidate will be creative with the ability to generate exciting new marketing campaigns, and have a commitment to getting things done. You should be comfortable wearing many hats, and excited to be exposed to many different innovative marketing channels.

Responsibilities:

- Work with the Marketing team to draft content for our websites and other communications;
- Assist with reporting of website analytics through Google Analytics;
- Propose and execute creative link building campaigns
- Analyze website traffic from all marketing sources, identify customer segments, understand visitor paths;
- Assist marketing team in managing affiliate programs and measuring success (ROI) of the campaigns;
- Maintain a content schedule. This will involve writing longer-form educational and compelling copy on a weekly basis for our blog and other web properties;
- Keep up with industry technology and news;
- Work with the Marketing team on other initiatives as needed.

Qualifications:

- Excellent written and interpersonal communication skills;
- Interested in learning and applying multiple online marketing strategies;
- Some experience with the Microsoft Office Suite (Excel, PowerPoint, Outlook) and HTML;
- Experience in running data reports, creating dashboards, charts and graphs;
- Team-oriented and self-motivated, with the ability to think creatively and analytically;

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- Strong organizational skills, ability to multi-task, and attention to detail;
- Primarily working toward a degree in Business, Marketing, or Communications;

This internship offers the opportunity to learn about:

- Affiliate partnership and social media marketing campaigns
- Email Follow-up Program Creation
- Content Research & Creation
- Development and implementation of A/B Tests
- Reporting using Google Analytics and other online tools
- Data Analysis using Excel
- Link building and Outreach

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

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

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