



## **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:** 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 looking for a qualified intern to join our marketing/advertising team. Our marketing department produces quality work and looks to provide quality service for companies in the Pittsburgh region and seeks an intern who can participate in various stages of print, face to face and online marketing campaigns.

This intern should be prepared to work in a fast-paced team environment, and will finish the internship having gained broad experience in various aspects of marketing.

**Responsibilities:**

- Assist in the creation of signage, circulars, mock ups, e-mail campaigns, on line promotion, etc.
- Assist in the distribution or delivery of marketing materials
- Assist with fulfillment of marketing offers
- Assist with execution of trade shows and/or demos
- Assist with the preparation and delivery of training materials
- Perform analysis of marketing and sales data
- Seek and analyze competitor marketing and sales materials both on and offline
- Prepare presentations
- Open and sort mail
- Enter contact information into contact management systems
- Provide support to social media efforts
- Maintain tracking report of public relations activity

**Qualifications:**

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Pittsburgh, PA 15219  
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- Company is looking for an undergraduate student in the Pittsburgh area who is majoring in Sales, Marketing or Advertising. This person should have excellent verbal and written communication skills, with extensive knowledge of Web and social media. PowerPoint, Word and Excel experience is a bonus, and will be considered when choosing the best applicant for this internship position.

**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](mailto:jhlton@urbaninnovation21.org)

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