



SEO / Marketing Intern
CampNova Internship
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We're looking for a team of SEO / Marketing Interns to join our fast-paced, digitally focused team for 10 weeks for fall 2021. The intern will receive training and mentoring but also hit the ground running on working on actual SEO projects and tasks.

Through this internship, the SEO intern will gain an understanding of search engine algorithms, ranking methods and various sectors of SEO. We will help master the art of keyword research and data mining and gain familiarity with content ideation and creation by working with our media/editorial team. In addition, the intern will have the opportunity to plan and implement link building strategy, while working with the SEO team to drive content strategy (e.g. creation and optimization). Collect and analyze data and results, identify trends and insights in order to achieve maximum ROI in SEO campaigns.

As the SEO and website optimization intern, you ensure on-page optimization to produce relevant search results and a positive user experience, growing site traffic, lead volume, and brand awareness.

Requirements:

SEO Interns must be currently enrolled in an accredited college or university and taking at least one class. College credit is also available. This position is part-time and on a Monday-to-Friday schedule. The intern should be available to travel to our Long Beach area office using a personal vehicle, transit or other means.

What we're looking for:

- Someone willing to collaborate with others.
- Strong attention to detail.
- A growth-oriented mindset takes initiative and ownership of their work.
- Dedication and demonstrated interest in a career in SEO and digital marketing.
- Excellent communication, time management, writing/proofreading skills.
- Strong written and verbal communication skills.
- Experience with content ideation and creation.
- Basic knowledge of HTML (not required).

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- The intern must be able to self-manage and handle tight deadlines.
- Must have reliable transportation.
- Digital and social media experience is a plus.
- The ability to speak and write Spanish is a plus, but not required.
- Ensure brand consistency.
- Is active in social media and knows current trends
- Propose social media strategies aligned with business goals
- Researching on current trends and audience preferences
- Open to learning and feedback

Duties

Duties will include optimizing web content, Occasionally creating written content or blogs for social media pages, editing basic graphics, editing videos, editing page titles and descriptions, link building, posting updates and using social media tools to automate tasks. Most marketing will be done on Facebook, Twitter, Google+, LinkedIn, Yelp, Blogs (WordPress) and Youtube.

What's in it for you

- We provide college credits
- This will help you build a career, make connections and basically get your foot on the door with the cannabis industry
- Professional training and guidance to help you gain the right set of skills, knowledge and experience to grow into the role
- Being mentored and trained without losing your autonomy - we allow you to explore and come up with ideas in getting things done
- You get treated as a valuable member of the team and not as an intern, your ideas and work matter here
- Very cool and nice office with a supply of snacks
- You'll have your own work desk