

Marketing Business Intern

Market Research Requirements Basic understanding of public markets Provide competitive analysis on various companies' market offerings, identify market trends, pricing/business models, sales and methods of operation Collect and study information about customers, sales trends, products, and services to develop future marketing plans. Perform valid and reliable market research SWOT analysis

Core Marketing Requirements • Support marketing campaign planning and execution. • Write copy for social media posts, promotional emails, and other marketing collateral. • Assist in the creation of written, video, and image content for marketing channels. • Participate in marketing brainstorming sessions. **Marketing Skills needed** • Applied understanding of basic marketing principles • Creative problem-solver • Self-starter with ability to work independently • Comfortable with multitasking in a deadline-driven environment • Excellent written and verbal communication skills • Understanding of SEO techniques and best practices • Basic photography, image and video editing, and graphic design skills

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