



Job Requisition

Digital Marketing Intern

COMPANY OVERVIEW

At Torch Designs, we're not just colleagues, we're a tight-knit family with a passion for crafting captivating marketing campaigns. Rooted in a small, fun, and family-oriented culture, we're dedicated to empowering local businesses – the backbone of the American economy. Our commitment to delivering a high-quality, high-value experience with exceptional customer service sets us apart.

POSITION: DIGITAL MARKETING INTERN

JOB SUMMARY

The **Digital Marketing Intern** at Torch Designs will support client success by conducting research, analyzing marketing performance, and providing data-driven recommendations for platforms and strategies. This role focuses on organization, logic, and data analysis, with training and support provided to develop your skills. Responsibilities include evaluating campaign results, refining strategies, writing email copy, executing small Facebook ad campaigns, and assisting with office tasks like answering phones. This is not a creative position; we seek detail-oriented individuals with strong research and analytical abilities.

WHY JOIN TORCH DESIGNS

- **Family-Oriented Culture:** Experience the warmth of a family-like atmosphere, fostering collaboration, support, and unity.
- **Local Business Advocates:** Be a catalyst for local business growth, making a tangible impact on the American economy.
- **Empowerment Through Impact:** Your contributions will elevate brands and drive real results, enhancing their success stories.
- **Innovative Drive:** Innovation is in our DNA, enabling you to explore cutting-edge strategies in the realm of digital marketing.
- **Cross-Disciplinary Synergy:** Collaborate with professionals across video production, graphic design, website design, sales, and management.

RESPONSIBILITIES

- **Strategy Development:** Work with our team and partners to create client-specific marketing strategies for the sales team, utilizing digital platforms like PPC, social media, email, SEO, and content marketing.
- **Campaign Execution:** Coordinate and manage the implementation of marketing strategies, ensuring alignment with client goals.
- **Performance Analysis:** Analyze marketing results, proactively adjust strategies, and hold partners and vendors accountable for their deliverables.
- **Client Communication:** Meet with clients to discuss marketing results and concerns, making proactive adjustments to ensure maximum ROI.
- **Content Creation:** Write content for emails, websites, and other marketing media, and manage organic posts on social media.

REQUIREMENTS

- Knowledge of SEO, PPC, social media, email marketing, and website content marketing.
- Strong analytical skills for interpreting campaign data and making informed decisions.
- Excellent English language skills, both written and verbal.
- Strong attention to detail and ability to follow directions.
- Excellent organizational and time management skills.
- Familiarity with the use of AI and generative technologies in digital marketing. (preferred)

LOCATION AND DURATION

This position requires the candidate to work in person at our office located in Lakeland, Florida, during normal business hours. Telecommuting and relocation assistance are not available.

This internship is expected to last through the 2024-2025 school year, with the potential for conversion to a full-time position upon successful completion.

HOW TO APPLY

If you're excited about the opportunity to contribute to operational efficiency and gain hands-on experience as a Digital Marketing Intern, we'd love to hear from you. To apply, please send your resume and a cover letter detailing your relevant skills, experiences, and what you hope to achieve during this internship. We look forward to reviewing your application and discovering how your talents can support our team's success.

Contact Email: careers@torchdesigns.com