



## **SUMMER INTERN/MARKETING ASSISTANT**

### **WHY WORK WITH EDULOG**

EDUCATION LOGISTICS (“Edulog”) offers exciting opportunities to enhance your career in a custom software company. As an employee at Edulog, you will join teams that improve student transportation systems through our leading-edge technology across the U.S. and internationally. You will have the opportunity to gain invaluable experience in the software industry, allowing you to grow professionally and move interdepartmentally as your skills develop. If you are looking for a dynamic company, in which to expand your knowledge and experience professional growth, consider Edulog for a collaborative and creative atmosphere where quality customer attention and your efforts are appreciated.

### **SUMMARY & OBJECTIVE**

Edulog is offering a marketing internship for those looking to gain real-world marketing skills. An intern will learn how to use Hubspot to manage campaigns, emails, social media, and forms for the website. As well as how to use Salesforce to create and assign leads, create business opportunities, and work in a team environment. Training will be provided.

The person in this position will benefit from the opportunity to:

- Practice basic marketing initiatives.
- Use popular integrated software.
- Pull client lists and target the right audience.
- Practice copywriting and social media posting for the Company.
- Create marketing graphics.
- Create a campaign and related materials.
- Team building.

### **DUTIES & RESPONSIBILITIES**

- Support the marketing department with daily tasks.
- Use Salesforce to assign leads and opportunities.
- Assist with social posts.
- Assist with marketing emails.
- Assist with copywriting.
- Pull client lists for emails.

### **SKILLS & QUALIFICATIONS**

- Enrollment in ungraduated course for marketing, communications, or related field.
- Familiarity with Google Suite, marketing software, social media platforms, and CRM tools preferred but not required.



- Basic understanding of key marketing principals with a passion to advance skills in one, if not all, areas of marketing.
- Excellent attention to detail, verbal and written communication skills.
- Basic copywriting skills.
- Not afraid to ask questions!

**TO APPLY:** Please visit our website at <https://www.edulog.com/careers/> to fill out an application and submit a cover letter and resume.