

Digital Design Internship

About Leinné

Leinné is a sustainable, eco-luxury brand. We make artisanal accessories and clothing from natural materials for the modern woman who explores the world with fresh eyes and open heart. Our signature items are hats and bags made from raffia from Madagascar in our 20-year-old artisanal workshop in Saigon, Vietnam.

Digital Design Internship Overview

Join our Brand Team in a dynamic, fun, elegant startup environment:

Working with the Brand Team to come up with innovative for content that meets our objectives, stays true Leinné voice and drives engagement and views necessary for a successful branded program.

- _ 3 months - full time
- _ Possibility for employment after the internship.
- _ A person who is fascinated by creating innovative, impressive visual digital marketing content that reaches the wide audience and reinforce the brand identity.

REQUIREMENTS:

- _ Proficient in Adobe Creative Suite, Google Slide, Google Sheets, Microsoft Powerpoint, and Excel.
- _ Excellent skill for image research and selection, knowledge for blogs and trends are obligatory.
- _ Ability to create and illustrate a visual design from scratch.
- _ Good knowledge of arranging the visual content, typography, colour that catch the attention of online audience and match the brand identity.
- _ Good knowledge of matching visual design with the message the brand wants to deliver.
- _ Knowledge in Photo-editing and video-editing is a plus
- _ First experience in similar projects is appreciated.

Ideal personalities:

- _ Creative vision
- _ Ability to understand marketing objectives
- _ Sensibility for aesthetics and authenticity
- _ Strong organizational skills, with the logical thinking and detail orientation.
- _ Self-motivation with ability to work independently on multiple tasks and meet deadlines with minimal supervision.
- _ Can-do attitude and the determination to find solutions
- _ Positive spirit

Job qualifications:

- _ Bachelor's degree in Graphic Design, other design related degree or experience of similar positions.

RESPONSIBILITIES

- _ Visualize, conceptualize and design digital marketing publications.
- _ Provide visual solutions that follow brand standards and solve communication objectives creatively for brand presentations, including press releases and sponsorship.
- _ Cross-post tailored content across all channels.
- _ Participate in planning for image production and shoots

- _ Participate in content management on the team's board
- _ Participate in brainstorm weekly meeting for planning the marketing strategies and organizing events.

In turn, we offer you

- _ Creative start-up environment.
- _ Internship Salary + Bonus based on contribution.
- _ Possibility for official employment after the internship.
- _ Access to staff discounts and promotions
- _ Access to In-house Sample Sales.