Social Media & Content Intern

Energize — Social Team

Company: Energize, Inc. (shopenergize.com)

Reports to: Student Social Team Lead / CEO

Location: Remote, flexible

Term: Rolling start; ongoing through the academic year

Hours: ~7–15 hours per week, flexible scheduling

Compensation: Unpaid — experiential learning role. The intern is the primary beneficiary of the experience.

Contact: Trevor Davis — trevor@shopenergize.com

About Energize

Energize is a clean-energy caffeinated gum — 60mg of natural green coffee bean caffeine per piece, plus vitamins B6 and B12, in Peppermint and Wintergreen. Founded by Trevor Davis, a UC Berkeley alum and six-season NFL wide receiver, Energize is a lean, founder-led brand growing in convenience retail and building its social presence on TikTok and Instagram.

Why This Role Exists

We're building a student-run social team: a student team lead plus a small group of interns, each owning one channel or vertical. You'll work alongside a team of your peers, with our video editor producing content and the founder involved weekly. This is real ownership, not busywork — the channel you run is the brand's presence there.

The Verticals

Each intern owns one of the areas below:

- **TikTok —** Run Energize's and Trevor's TikTok accounts. High-volume posting (daily to start), testing trends, hooks, and formats to see what drives views and sales.
- **Instagram —** Run Energize's and Trevor's Instagram. A cleaner, curated brand grid (about 4 posts a week) that builds the brand's look, voice, and identity.
- **AI Content Creator —** Use Higgsfield to create AI images and especially AI videos, TikTok-first. Full creative freedom to come up with content you think will perform and convert. Your work feeds directly into our TikTok and Instagram.
- **Creator Partnerships —** Find and recruit TikTok Shop creators (through Reacher), get them posting about Energize, track what sells, and build and manage our creator Discord community.
- **Campus Ambassador Recruiting —** Recruit college athletes to join the Energize ambassador program and help them get started.

Apply once. You don't need to pick a lane up front. We'll get to know your strengths and interests during the process and place you in the vertical that fits you best.

How the Team Works

- Weekly Monday team meeting to review what's working, look at the editor's finished edits, and plan the next week
- Raw footage and content live in a shared Google Drive; our editor turns it into finished posts
- Posts are captioned and scheduled 1–2 weeks out in Sprout Social
- Content is approved by the student team lead, with final sign-off from Trevor

Tools You'll Work With

- Higgsfield — AI image and video creation
- Sprout Social — scheduling and publishing
- Reacher — TikTok Shop creator outreach
- Discord — creator community
- Claude AI — research, drafting, and workflow support
- Google Drive — shared content library

Who We're Looking For

- Lives on TikTok and/or Instagram and knows what good content looks like
- Can match a brand voice — casual, athlete-driven, self-aware
- Organized and reliable; doesn't let posts or follow-ups slip
- Takes initiative — sees the next useful task and does it
- Cares about sports, fitness, wellness, or consumer brands

Nice to Have

- A personal account, club page, or side project you've grown
- Experience with any AI content tool, video editing, or creator outreach
- Coursework or interest in marketing, media, or content strategy

What Success Looks Like

- Your channel or vertical posts consistently and grows week over week
- You can point to specific content, creators, or ambassadors that drove results
- You bring ideas to the Monday meeting, not just updates

What You'll Get

- Real ownership of a brand channel at a growing CPG company
- A team of student peers and a student team lead to work alongside
- Direct access to the founder, a former NFL player and Cal alum
- Honest weekly feedback and a reference if you ship the work
- A portfolio of real, published work to show in interviews

How to Apply

Send Trevor a short note at trevor@shopenergize.com with your resume (and any accounts or content you've made), and include: (1) why this role, (2) which vertical(s) excite you most, and (3) what would make this a successful internship for you. Rolling basis until filled.