
Marketing & Social Media Intern, Spring 2026

Cascade Development – Madison, WI
Part-Time | 10–20 hrs/week | \$19.33/hr | Hybrid

About Us

Cascade Development is a **full-service boutique real estate firm** specializing in hospitality and luxury rentals. Known for the **nicest, newest apartments and most extensive amenities**, our brand promise is: **Play More, Connect Often, Resort Style Living**. With one luxury community open, another launching soon, and more projects ahead, we are focused on **driving lease-ups and revenue growth** through strong brand awareness.

Role Overview

We are seeking a **Marketing & Social Media Intern** to support the **VP of Sales & Marketing** in a full **social media overhaul, rebranding, and content strategy**. This role will directly impact leasing success by telling our story, showing how we surpass resident needs, and consistently building excitement for our properties.

Key Responsibilities

- Manage and post **3–4 times per week** across Instagram, Facebook, LinkedIn, TikTok, X, and YouTube.
- Develop a **content calendar** highlighting amenities, lifestyle, resident stories, leasing promotions, and project growth.
- Capture onsite photo/video content; post remotely as needed.
- Collaborate with the **Executive Team and Leasing Team** to align digital strategy with leasing goals.
- Provide analytics and regular reports to the VP of Sales & Marketing.
- Assist with website refresh and rebranding efforts.

Qualifications

- Strong interest in marketing, branding, and digital storytelling.
- Experience with social media platforms and content creation.
- Design/video editing skills (Canva, Adobe, or similar) preferred.
- Detail-oriented, organized, and creative.
- **Preferred:** UW–Madison student in **Consumer Behavior & Marketplace Studies (CBMS)** program.
- **Preferred:** Strong social media experience with proven ability to grow engagement and reach.

Schedule & Compensation

- **Part-time:** 10–20 hours/week, flexible around class schedule.
- **Hybrid:** Weekly onsite meetings and property content creation; remote posting possible.
- **Compensation:** Paid internship, \$19.33/hour.

Value to Cascade Development

This role is designed to **increase brand awareness, accelerate lease-ups, and drive revenue.** By consistently showcasing our luxury lifestyle and extensive amenities, the intern will help Cascade stand out in the marketplace and support the growth of our expanding portfolio.

Application Instructions and Deadline

Email your resume and cover letter to Justine Alexander (justinealexander@cascadedevelop.com) by Thursday, December 18, 2025 at 11:59pm.
