

Please choose one or more of the following assignments to complete within a 2-day deadline (by 29th March, 2025 @ 12pm):

Assignment 1: Graphic Design

Objective: Create a visually engaging social media post tailored for LinkedIn that promotes a B2B AI/ML supply chain solution.

Instructions:

- Design a graphic that highlights the key benefits of integrating AI/ML in supply chain management for businesses.
- Ensure the design aligns with professional LinkedIn aesthetics and adheres to the platform's image guidelines.
- Provide a brief explanation (~100 words) of your design choices, including color scheme, typography, and imagery.

Assignment 2: Short-Form LinkedIn Content

Objective: Craft a compelling LinkedIn post that positions the AI/ML supply chain solution as a thought leader in the industry.

Instructions:

- Write a concise and engaging post (150-200 words) - main post content + caption together that discusses a current trend or challenge in supply chain management and how AI/ML can address it.
- Incorporate relevant hashtags and keywords to increase visibility.
- Ensure the content is tailored to a professional audience, demonstrating industry knowledge and insight.

Assignment 3: SEO Strategy

Objective: Develop a basic SEO strategy to enhance the online visibility of a sample AI/ML supply chain solution - [Here](#) (these guys are not our client, btw. This is just for the assignment)

Instructions:

- Identify five relevant keywords or phrases that potential clients might use to search for AI/ML solutions in supply chain management.
- Outline a brief plan (150-200 words) on how to incorporate these keywords into the company's website content and blog posts.
- Suggest two backlink opportunities or strategies to improve the website's domain authority.

Note:

- *Please submit your completed assignment(s) in a document link format with access (so we may view it) in the same form shared with you. You may choose to complete one, two, or all three assignments based on your areas of expertise and role and stipend will be based on it.*
- *You may use AI for ideas and proofreading but completely using AI to write your assignment is not cool :). We are looking for people who are smart and also willing to put in the effort! All the best 👍*

If you have any questions, feel free to reach out to smughawkmarketing@gmail.com.