

Internship Description

Work Site Name	Department/Position
Simply Pizza	Marketing

Brief Overview of Internship

Are you a creative storyteller, knowledgeable in social media, and a strategic thinker ready to ignite an online presence? Simply Pizza is looking for a high-energy Marketing & Digital Media Intern to take our digital footprint to the next level. You will be in the driver's seat of our digital strategy, building a comprehensive marketing plan and content calendar designed to drive real-world revenue and foot traffic. A core focus of this role will be collaborative execution. You will partner directly with our culinary interns to build the brand identity, promotional materials, and hyper-local advertising campaigns for two exclusive Monday lunch takeovers designed and executed by the culinary team. If you are ready to turn digital engagement into measurable results, please apply!

Internship Tasks/Projects

- 🎬 **Strategic Planning:** Develop, pitch, and execute a comprehensive digital marketing plan and seasonal content calendar to increase brand awareness and drive sales.
- 🎬 **Culinary Event Collaboration:** Partner with culinary interns to design, build, and market promotional materials and targeted advertisements for two student-run Monday lunch events.
- 🎬 **Content Creation:** Shoot, edit, and produce high-engagement vertical video content (TikTok, Instagram Reels) and graphic assets highlighting the business.
- 🎬 **Campaign Execution:** Launch hyper-local mobile marketing campaigns and leverage student influencer networks to create organic buzz around special events.
- 🎬 **Analytics & Accountability:** Track, measure, and report weekly digital performance metrics (engagement, reach, conversion) to tie marketing efforts directly to results.

Internship Learning Goals (new skills/knowledge the intern will acquire)

- 🎬 **Strategic Campaign Design:** Experience building a commercial marketing blueprint and content calendar from scratch.
- 🎬 **Cross-Functional Project Management:** Mastery of collaborative execution by bridging the gap between product development (culinary) and promotion (marketing).
- 🎬 **Data Analytics & ROI Tracking:** Ability to implement accountability systems and measure how digital engagement translates into physical sales data.

 **Hyper-Local & Mobile Marketing:** Real-world execution of targeted mobile strategies, pop-up promotions, and grassroots student network building.

 **Brand Portfolio Growth:** A robust portfolio of published digital media assets, campaign case studies, and proven revenue-generating event designs.

Internship Site Address and Primary Contact Information	Internship Hours Start/End Times
17 N main st Melinda Carbajal 7203268805	9-2
Physical requirements	Dress Code
Ability to move around between locations. Both sitting and standing is necessary. Lift and transport photo and marketing equipment.	Business casual
Occupational/Educational Requirements (skills, certifications needed)	Age/Grade Level of Intern
 Digitally Inclined : Deep understanding of current trends, algorithms, and content creation tools on TikTok and Instagram.  Creative Eye: Basic proficiency in graphic design and video editing tools (e.g., Canva, CapCut, Adobe Suite).  Collaborative Spirit: Strong interpersonal skills with the ability to work cross-functionally alongside culinary peers to bring a vision to life.  Action-Oriented Mindset: A proactive problem-solver who thrives on execution, grit, and building systems from the ground up.  Communication Skills: Ability to collaborate	Junior/senior