



**Sigma Web Marketing**

**Round-trip Marketing**

*a proven process for growth*

## Internet Marketing Internship

Sigma Web Marketing is a locally owned business in Prescott Valley that provides internet marketing services to small and medium-sized business across the country. Our “Round-Trip Marketing” process helps clients get found on the internet and convert visitors to leads and leads to sales. We work as a team on client projects and take pride in delivering results for our customers. You can learn more about our business and Round-Trip Marketing at <http://www.sigmawebmarketing.com>

### **Job Description:**

You will be an internet marketing specialist, performing internet research, writing blog posts, white papers, press releases, newsletters and/or case studies. You will use social media, search engine optimization and closed-loop analytics to promote both our business and our client’s businesses. You will gain knowledge and receive training about digital marketing in the social media era, where consumers are actively looking for information and selective consumption informs their choices about when, where and how to interact with a brand. In order to receive 3 college credits you will be working an average of 8 to 9 hours per week over the 15-week semester, for a total of 135 hours. Your work hours will be flexible to accommodate your school schedule. Much of the work will be done in our office, but some could be off-site as long as you can produce the results in a timely manner.

### **Qualifications:**

- You have excellent writing skills, using correct grammar and spelling, with the ability to write in a way that everyone can understand.
- You are familiar with the major social networking sites Twitter, LinkedIn and Facebook.
- You are proficient at doing research on the internet.
- You can work on a team, and when working alone can prioritize your work to produce and present it on time.

### **Compensation:**

This internship is unpaid, but we will pay the tuition for the internship course, and there is the possibility of turning this into part- or full-time employment at the end of the internship.

### **To apply:**

Because writing is such an important part of this job, we would like you to write a short essay, 250 – 400 words. Write the essay about something you know well and want to tell the reader. The subject can be as broad as “Why your car needs an oil change every 3000 miles” or as narrow as “What kind of guitar to buy for a ten-year-old who’s just starting lessons.” Assume the reader doesn’t know much about the subject but is looking to learn more about it. You needn’t be too formal – let your voice come through, but do use correct grammar, punctuation and spelling. You can use something you’ve already written or write a new piece.

**Email your résumé and essay to Beth Levenson: [beth@sigmawebmarketing.com](mailto:beth@sigmawebmarketing.com)**

If you have any questions, you can email me or call me at 928-308-8317. We look forward to hearing from you!