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Job Listing

Marketing Intern

Canadian Management Group

Vancouver, BC•Remote

\$15 an hour - Full-time, Part-time, Contract, Internship, Apprenticeship

The Marketing Intern position is for students enrolled in a University/College Marketing and/or Sales program who need to fulfill an educational requirement and/or looking to gain work experience. The Marketing Interns play an important role within the marketing team and provides support throughout various stages of our marketing campaign and promotional activities.

The Marketing Intern will support the marketing team with a variety of important tasks working on a variety of projects. These responsibilities may include collecting data through surveys or managing social media platforms, drafting proposals, preparing presentations, and examining consumer trends. Some additional duties may include:

- Designing surveys to collect data
- Identifying market and consumer trends through data analysis
- Researching consumer trends and opinions to inform marketing strategy
- Designing proposals for business opportunities
- Analyzing complex research and representing data through graphics
- Preparing marketing presentations and proposals
- Understanding customer satisfaction and loyalty
- Managing social media platforms, websites, or company blogs
- Being resourceful to senior marketing professionals needing help with completing large projects
- Collaborating with ambassadors of various brands to develop innovative ways of gaining exposure for client products
- Submitting ideas for experimental marketing programs created to enhance and grow the brand of the company
- Helping in the development of ways to improve marketing campaigns and monitoring active marketing programs
- Performing analysis from questionnaires to understand the needs of customers
- Working cross-functionally to devise and implement marketing campaigns
- Collecting data on marketing campaigns
- Planning and coordinating seasonal promotions, events, or information sessions
- Ensuring all information on social media is up-to-date and accurate
- Building and developing relationships with key business stakeholders
- Leveraging analytics and competitive analysis to help create new campaigns
- Ensuring ongoing communication with managers and other department leads
- Supporting the optimization of marketing channels and ROI
- Assisting with the maintenance of database systems, blog platforms, social media accounts and website

- Gathering and reviewing marketing data from various channels

Please note, this is non-paid internship. After 6 months, if you exceed expectations, you will then be hired with Canadian Management Group full-time and will be paid accordingly.

Contract length: 6 months

Full-time hours: 40 per week

Part-time hours: 20 per week

Minimum hours: 2 hours per day'

Work Remotely

- Yes

Job Type: Internship

Salary: From \$15.00 per hour

Schedule:

- 8-hour shift
- Monday to Friday

Link to Listing: <https://ca.indeed.com/viewjob?from=app-tracker-saved-appcard&hl=en&jk=a829b59a24c3a0ec&tk=1fm4a6h8nu2nk800>

Cover Letter

Canadian Management Group

666 Burrard St #1909

Vancouver, BC V6C 3N1

Dear Recruiter,

My name is Karen Okoyomon, and I am thrilled to be applying for a position as a Marketing Intern at the Canadian Management Group. I am currently enrolled at the University of British Columbia pursuing a Bachelor's degree in Interdisciplinary Studies and a master's in Management. My coursework consists of a combination of English, digital art, and commerce. I have work experience working in both finance and social media advertising. I also have experience in Adobe programs such as Photoshop, Illustrator, Lightroom, and much more. I also have experience in video editing with Final Cut Pro and Premier Pro. In my resume, I have linked my portfolio website showcasing some past projects that I have worked on. These design skills will be a great asset to your company.

I recently worked for Manulife Financial as a Participant Services Representative, so I am experienced in working in a fast-paced environment. It also helped me further improve my communication skills and develop a strong work ethic. I would be a great fit for your marketing team and would love the opportunity to meet you in an interview if you'd consider me. I am looking forward to hearing from you soon. For any further discussion, I can be reached at karenokoyomon@gmail.com.

Best,

Karen Okoyomon

Karen Okoyomon

Resume

Karen Okoyomon

karenokoyomon@gmail.com

+1 647-833-2447

Education

- Appleby College '19 — 93% Grade 12 Top 6 average
- University of British Columbia BA '23

Job Experience

- *Technician* at **Digital Media Academy** | JUNE 2021 - AUGUST 2021
 - At Digital Media Academy (DMA), I worked as a technician for the summer 2021 Virtual Tech Camps. I supported students, parents, and instructors with technical help to solve software & hardware issues.
 - At times, there would be up to 12 classes running at the same time, and as the sole technician I was able to practice my skills in multitasking to efficiently help each person with their respective technical problems.
- *Social Media Intern* at **Space Age** | APRIL 2021 - JUNE 2021
 - Space Age is a branding and media production agency based in Toronto, ON. At Space Age, I worked in digital marketing. My work involved scouting new clients, conducting research, and designing media such as eBooks and Instagram posts.
- *Participant Services Representative* at **Manulife Financial** | APRIL 2020 - AUGUST 2020
 - I worked at Manulife as a Customer Service Representative, where I answered incoming calls on the phone to assist customers with technical and financial inquiries. This gave me great intrapersonal skills and allowed me to talk to a plethora of different types of people on a day-to-day basis. It also gave me teamworking skills, as I had to communicate with other representatives frequently to relay information.

Design Projects

I have over 3 years of experience in Digital Media, Graphic Design, Photography and Film. I can also with various Adobe editing software. My digital portfolio: <https://2019088.wixsite.com/portfolio>

Volunteer Work

- *Toronto Comic Arts Festival* | MAY 2019
 - At this festival, artists gather to meet their inspirations in the digital art world. We host panels for successful creators to share their experiences to aspiring artists in the Toronto Area.
 - I assisted with organizing the area to ensure the proper flow of people and assisted them to the correct area based on their interests.
- *Community Living, Oakville* | FEBRUARY 2017 – FEBRUARY 2019
 - At community living, staff and volunteers run different events such as a Halloween Dance or Valentine's Day Dance for individuals with special needs in the Halton region. I talk to the guests and welcome them, as well as serve food and beverages.
 - I am passionate about Community Living Oakville because It allows me to interact with different people in the community who I may otherwise not see on a daily basis and helps counter a stigma around people with disabilities.
- *Habitat for Humanity ReStore, Etobicoke* | FEBRUARY 2018 – JUNE 2018
 - At the Habitat for Humanity ReStore, we sell gently used furniture and decorations at a lower price
 - I assisted with moving furniture in and out of the building, as well as organizing and cleaning the store

Skills

- Python
- Java
- Racket
- Adobe Creative Suite
- Final Cut Pro X
- Microsoft Office
- Mac OS
- Windows/PC

Tailored Reference Emails

To: Sam Abrokwa, samuel_abrokwa@jhancock.com

From: Karen Okoyomon, karenokoyomon@gmail.com

Date: December 3rd, 2021

Subject: Request for Reference

Dear Sam,

I hope this message finds you well. I am writing to you to request a letter of reference for a position as a Marketing Intern at the Canadian Management Group. I am currently seeking employment in the business and marketing industry. As a third-year student in my undergraduate degree, it is important for me to gain job experience in my projected field.

A letter of recommendation from you would greatly enhance my profile. I entered your company after my first year of university, and you have seen my drive and readiness to step up to new challenges. My experience working at Manulife allowed me to become a hard worker, adapt quickly, and think on my feet. Talking to clients has helped me to improve my communication skills and professionalism.

For any additional information, I would gladly provide you with my updated resume. I can also be reached at karenokoyomon@gmail.com to discuss this further.

Thank you for your consideration, and I hope to hear back from you soon.

Thank you,

Karen Okoyomon

Karen Okoyomon

To: Juhee Kim, juhee@digitalmediaacademy.org
From: Karen Okoyomon, karenokoyomon@gmail.com
Date: December 3rd, 2021
Subject: Request for Reference

Hello Juhee,

I hope this message finds you well. I am writing to inquire if you would be willing to provide me with a job reference. I am currently in the process of applying for a position as a Marketing Intern at the Canadian Management Group. As a university student, gaining job experience is important, especially in this industry.

A letter of recommendation from you would greatly enhance my profile. After working at Digital Media Academy last summer, I gained skills in communication, multitasking and problem-solving. Working as a technician has enhanced my technical skills as well, as I was able to use my skills in computer science to solve problems relating to hardware and software errors. As my manager, you have seen my willingness to help others and think on my feet.

For any additional information, I would gladly provide you with my updated resume. I can also be reached at karenokoyomon@gmail.com to discuss this further.

Thank you for your consideration, and I hope to hear back from you soon.

Thank you,

Karen Okoyomon

Karen Okoyomon

To: Emery Bishop, emery@gospaceage.com
From: Karen Okoyomon, karenokoyomon@gmail.com
Date: December 3rd, 2021
Subject: Request for Reference

Hello Emery,

I hope this message finds you well. I am writing to you to request a letter of reference for a position as a Marketing Intern at the Canadian Management Group. I am currently seeking employment in the business and marketing industry. I am thankful to Space Age for providing me with my initial experience in this industry, and I was hoping that you would provide me with a reference so that I may continue to grow in this field.

A letter of recommendation from you would greatly enhance my profile. Working as a social media intern for your start-up allowed me to observe what businesses need in their marketing campaigns. Space Age provided me with the knowledge on the industry as a whole, and ways that people and companies can advance themselves. You have been able to see my strengths as an employee first-hand, such as being efficient, professional, and a good collaborator. Space Age allowed me to continue improving my graphic design skills as well, which is a great asset to working at Canadian Management Group.

For any additional information, I would gladly provide you with my updated resume. Feel free to reach out to me at karenokoyomon@gmail.com to discuss this further.

Thank you for your consideration, and I hope to hear back from you soon.

Thank you,

Karen Okoyomon

Karen Okoyomon

Works Cited

Canadian Management Group. *Marketing Intern*. 9 November 2021. 3 December 2021, <https://ca.indeed.com/viewjob?from=app-tracker-saved-appcard&hl=en&jk=a829b59a24c3a0ec&tk=1fm4a6h8nu2nk800>