



## **Online Marketing Intern**

Los Angeles, CA  
July 2011

Opportunity Green (currently the top "green" and "business" conferences on Google) brings together thousands of professionals to educate, inspire, and connect them towards building more environmentally sustainable, successful companies.

We need a web savvy person who wants to get experience in becoming an overall online marketing ninja. You will develop experience in a plethora of analytical and creative disciplines involving Google and various services that businesses use to make sure people find them online. This position is unpaid but you will learn extremely valuable technical and business skills including:

- Analyzing website traffic through google analytics and other tools to find patterns and making suggestions for improvement
- Finding cool technologies to use to improve our marketing reach
- Social media integration with marketing
- Search engine optimization
- Keyword research and strategy
- Meta tagging
- Website setup and architecture
- Developing content
- Adobe Photoshop and Illustrator
- Basic video editing and knowledge of various formats
- Strategizing to get our name out on as many blogs, listings, forums, etc. as possible

You'll work directly with our Director of Marketing, and Director of Web Technology, so this will be an interdisciplinary internship role.

We are seeking someone who could start ASAP and continue until Thanksgiving. Time commitment is 5-15 hours per week.

### **Benefits**

- Meet awesome people/make great connections
- Learn about the green space from the inside view of an entrepreneurial company connected to the movers and shakers in sustainability
- Connect and collaborate with the top names and companies in green business
- Build a highly credible portfolio with proven results and plenty of references

**Please e-mail [mike@opportunitygreen.com](mailto:mike@opportunitygreen.com) with your resume and a brief cover letter to apply.**