

## Nakturnal Internship Program:

Seeking aspiring marketers, promoters, photogs, bloggers, media artists, music lovers and party goers!

Open Minds Only

Are you looking for hands on professional experience in marketing and event planning?

The Nakturnal Internship Program provides experience in Integrative Marketing, Viral PR, Event Planning, Search Engine Optimization, Blogging, and Music and Street Team Promotions. We are dedicated to educating and empowering young women and men to make their dreams come true. We have been working with local universities since 2005, so you can receive credit for your internship.

Departments:

### Street Team Promotions

Nakturnal is known throughout the market for our amazing street team, and you can be part of it! Our street team works with a variety of clients, from Giant Eagle to the Pittsburgh Cultural Trust and Mr Smalls Theater. Street team promotions is a great way to learn the city, build your self-confidence and networking skills, and become a part of the scene!

### Event Planning

Nakturnal provides event planning and event marketing opportunities for a variety of companies. We have planned everything from charity events, fashions shows, and concerts, to art openings and community events. We also focus on sponsorship acquisition which is a fundamental part of funding for certain events.

### General Marketing

Our general marketing department focuses on our integrative and online marketing services. Learn the valuable skill of search engine optimization, the future of online marketing, as well as viral pr, blogging etiquette, and the process of link building. These services are also great for improving your writings skills. Online marketing also includes, social networking strategies and web site development and maintenance. Our marketing department also works on traditional PR, media relations, and media buying.

### Music Department

Our Founder, Kellee Maize, is also a rapper/singer/songwriter. For the past year we have worked with a team, employing viral marketing techniques to grow her following. Since her second album, Aligned Archetype was released in January of 2010, she became the #1 downloaded hip hop and dance album on Amazon and Frostwire with over 400,000 downloads, she released 9 music videos, and she has had over 150 articles written about her. If you have an interest in the music industry, this is a great opportunity to learn how to make it big, without the help of a record label. An interest in hip hop or dance music is preferable but not required.

### Media Arts

Traditionally we work with our affiliates and local freelancers for graphic design, website development, videography and photography. If you are a senior studying one of these disciplines, interning in our Media Arts department is a great way to get hands on experience and build your portfolio. We available we can align you with professionals in the industry to get more insight into your craft.

Requirements:

- \* An outgoing personality
- \* Consistent follow through
- \* Available 15-20 hours per week

Spring Semester begins the first week of January and runs through the end of April. You must work 15 to 20 hours per week for a total of at least 240 hours.

Summer Semester begins the first week of May and runs through the end of August. You must work 20-25 hours per week for a total of at least 320 hours.

Fall Semester begins the first week of September and runs through the end of December. You must work 15 to 20 hours per week for a total of at least 240 hours.

Your hours will be split between office work and street team promotion.

We prefer to accept interns who can commit to 2 semesters.

We prefer you work with your advisor to do the internship for credit.

To apply email your resume and cover letter to our Operations Director, Lani Redinger at [lanire@nakturnal.net](mailto:lanire@nakturnal.net) and Creative Director [Kellee@nakturnal.net](mailto:Kellee@nakturnal.net)