



Social Media Marketing Micro-Intern

Department/Organization Name: Shea Studio

Project Description: This micro-internship provides a hands-on opportunity for a social media/marketing student to support the digital presence and marketing efforts of a modern, trend-forward hair salon. The student will collaborate directly with the salon owner to create on-brand marketing content, strengthen brand consistency across platforms, and assist with client communication through email marketing.

The project focuses on real-world application of social media strategy, visual content creation using Canva, and email marketing fundamentals. The student will be given brand guidelines, examples of existing content, and clear objectives, while also being encouraged to bring creative ideas and marketing insights to the table.

Preferred Skills

Experience using Canva to create branded social media and marketing graphics. Basic understanding of social media platforms (especially Instagram and Facebook) and current trends. Introductory knowledge of SEO principles (hashtags, keywords, captions, and basic content optimization). Strong written communication skills for captions, emails, and short-form marketing content. Ability to follow brand guidelines while bringing creative ideas

Preferred Major: Marketing, Communication Studies, Social Media Theory & Strategy

Approximate Length: Summer months (May - August); Fall semester (September - December); Winter break (December - January); Spring semester (January - May); Flexible start

Format: Remote (preferred); Hybrid; In person/on-site

Payment: \$250 stipend upon successful completion

Contact Information: Ramsi Ross, Owner, SheastudioLLC@gmail.com