

# ABIGAIL FOWLER DESIGNS, LLC

## **Abigail Fowler Designs Holiday Digital Marketing Internship**

Abigail Fowler Designs, LLC is now accepting applications for its Digital Marketing Internship for Spring 2022. This internship will be fully remote with the exception of team and mentor meet-ups. Each intern will be expected to volunteer for a minimum of 5 hours per week. This unpaid internship will give college credit as well as volunteer hours with both Henderson State and Ouachita Baptist Universities.

### **BACKGROUND**

Abigail Fowler Designs is an Arkadelphia based Graphic Design and Marketing firm with clients in NYC, Los Angeles, Ohio, Florida, as well as locally in Arkadelphia.

This new internship will allow one digital marketing student the opportunity to create a holiday 2022 marketing strategy which will be put to real-life use for the next season. This includes researching market and marketing trends from other designers last year and what strategies seemed to have the best ROI. Their work will be presented at the end of the semester to a panel.

### **HOW IT WORKS**

As a valued member of Abigail Fowler Designs, LLC, the Digital Marketing Intern will be given the opportunity to set their own hours aside from a weekly meet-up either in person or via Zoom to discuss progress on the projects. With the understanding that most of this work will be based on an already-set brand, teamwork will be a key requirement to partner with other interns to help meet everyone's semester goals.

This intern will be required to work a minimum of 5 hours per week between Monday to Friday. All equipment must come from the intern.

Weekly chats with their supervisor will be scheduled to ensure all questions and suggestions are openly discussed. The intern will also be given a project that will span the semester's time-frame. Additional work that the intern would like to add to their resume can be negotiated into a structured project if required work is completed.

## **ELIGIBILITY**

Applicants must be:

1. Currently enrolled in a mass communications or digital marketing major/minor.
2. Must be understanding of a start-up environment with a NYC style.
3. A demonstrated ability to work effectively independently.
4. Available for 5 hours per week.
5. Must have their own computer (or access to one).
6. Must understand that Abigail Fowler Designs, LLC is not liable for any damaged equipment.

## **HOW TO APPLY**

Interested applicants should email their applications to [abigail@abigailfowlerdesigns](mailto:abigail@abigailfowlerdesigns) before January 25th. If accepted, interviews will take place in person the week of January 27th- 30th after business hours.