

Description:

We are looking for an enthusiastic **Graphic Design Production Intern** to help us in our overall design and promotional products efforts. As an integral part of 7 Fifths Creative, you will design content and promotional products by remaining consistent with any brand guides and following client instructions. The intern should be competent and able to grasp consumer behavior trends and generate creative ideas. You should also be versed in technical graphic design concepts, principles, and tactics. The goal is to deliver purposeful design, growing our reputation, and maintain our positive stance within the public eye.

Intern duties:

- Create and design various print and digital materials
- Create ad boards for study-specific campaigns
- Develop concepts, graphics, and layouts for project illustrations
- Use graphic design software and work with a wide variety of media.
- Work across teams to execute social initiatives that are fresh, effective, and measurable.
- Content planning, management, creation, and tracking
- Provide support to marketing and social media efforts
- Develop, implement, and track email, social media, digital campaigns, advertising, direct marketing, and event planning.
- Collaborate with other internal teams (e.g. product and sales) to develop and monitor strategic initiatives
- Analyze and report on the performance and efficiency of campaigns
- Conduct market research and analyze trends to identify new opportunities
- Write, proofread, and edit creative and technical content across different mediums.
- Establish goals and objectives to reach our customers through appropriate channels (digital and traditional).
- Promote brand awareness through marketing efforts.
- Create materials for our website and other platforms.
- Perform other duties when needed.
- Some video production and editing

Requirements:

- Pursuing or completion of a degree in Graphic Design or related field
- Basic knowledge of layouts, typography, line composition, color, and other graphic design fundamentals
- Experience with InDesign, Adobe Photoshop, Illustrator, and Canva
- Strong creative and analytical skills
- Compelling portfolio of graphic design work
- Excellent analytical skills and a knack for data analysis
- Strong written and verbal communication skills
- Skilled in writing and editing content with an attention to detail
- Strong prioritization, organization, and project management skills

- Thorough understanding of marketing elements (including traditional and digital marketing such as SEO/Social media etc.)