



the intern experience



ultraviolet

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introducing ultraviolet agency

We are a passionate group of digital marketers who work with luxury building and home brands, lifestyle properties and design professionals. We work with businesses and professionals who specialize in manufacturing products and design services for residential and commercial projects and the communities they live in — homes to skyscrapers.

As an inbound marketing agency, our focus stems around core marketing principles and applying these principles to the work we do for our clients.

what services do we provide?

We provide a variety of digital marketing services, from social media marketing and content creation, to email campaigns and website design for luxury building and home brands, design professionals and lifestyle properties.

Our services also include social media and website audits, where we see where clients could be missing opportunities to reach new customers, or where they are struggling to rank with search engines. SEO, or Search Engine Optimization helps our clients' websites rank higher in search results and consequently drive more traffic to their websites.





how do we work?

We work using the inbound methodology of marketing, which is the method of growing your organization by building meaningful, lasting relationships with consumers, prospects and customers. It's about valuing and empowering these people to reach their goals at any stage in their journey. **No cold calling or spamming** people with emails. It's personalized marketing for the audiences we are trying to reach.

Our clients' customer relationships are managed with inbound marketing software (HubSpot and Tailwind). We use Wordpress and HubSpot CMS, content management services, to assist with our clients' digital strategies on their websites.

All of our projects and tasks are managed through Teamwork.



team culture

Building team culture requires peer-to-peer conversations with other team members to share feedback, support development and growth. We believe that interaction with colleagues on both a professional and personal level allows us to understand our strengths and passions. We consider ourselves to be a communicative group of individuals who all are working towards a common goal of meeting and exceeding the expectations of our clients.

Although we work hard, we rely on each other for support and enjoy having fun on the job — yoga on the beach and team lunches are some of our favorite ways to break from work!

collaborations

Some of our work involves collaborating, which means hands-on experience with other industry professionals. During your internship, you'll have the opportunity to improve your communication skills and connect with influencers in the design industry, fellow marketers, ad agencies and PR professionals.

Communication and general outreach are important parts of our marketing strategies — we're as much digital marketers as we are relationship builders. Who we're reaching out to depends on the needs of the client. For example, we could build a relationship with an influencer in the design industry, or we could nurture a relationship with an architectural firm.

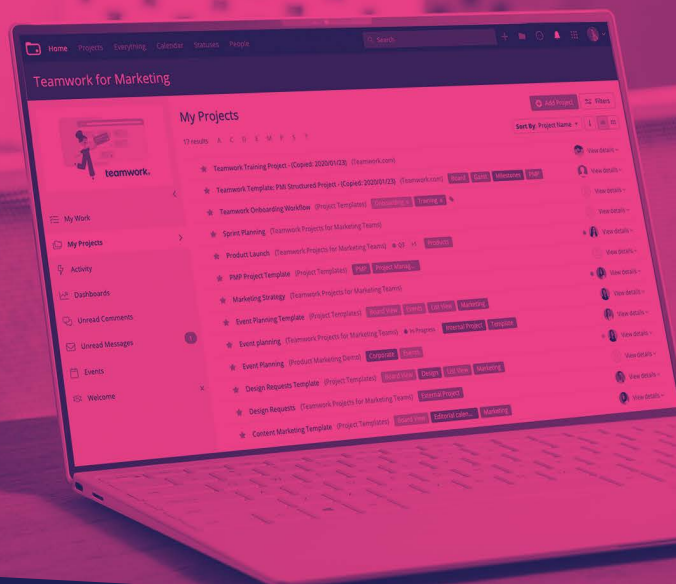
The approaches may vary, but communication and outreach are essential functions of an inbound marketer. We use email and various social channels for outreach, including Instagram, Twitter, LinkedIn, Facebook and Pinterest.

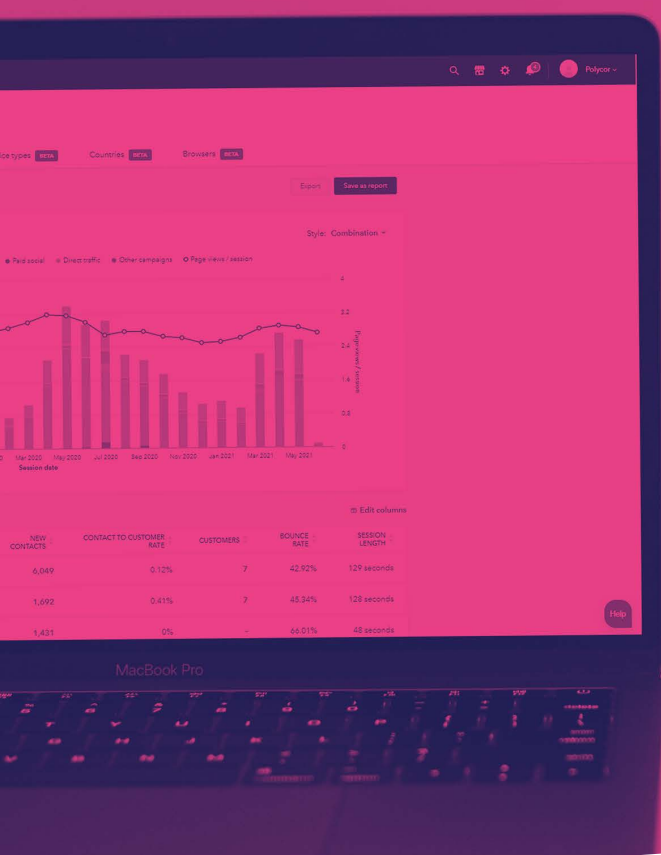
Here are some of the professionals we've connected with:

- Actress, Entrepreneur and Lifestyle Blogger Eva Amurri
- PR Specialist Mary Leigh Howell
- Interior Designer Lucy Penfield
- Home Decor, DIY, Lifestyle and Product Stylist Sara Raak
- Designer Tiffany Brown

organization & priority management

Organization helps us stay on track and work productively. We use a work and project management software called Teamwork, where we can see all of our projects, tasks and due dates. Teamwork is easy to use and gives daily reminders, which helps us to plan ahead and notify team members of any conflicting schedule issues. Our team also meets weekly to review priorities and tasks.





HubSpot

HubSpot is the industry leader in inbound marketing and sales software. In fact, the concept of inbound marketing was born after the phrase was coined by HubSpot's co-founder and CEO, Brian Halligan. We use HubSpot to track analytics, post on social media, create email campaigns, write blog posts, store files, develop websites and build landing pages. It's a powerful tool and valuable to us as inbound marketers.

An internship at ultraviolet agency offers you the opportunity to learn how to use HubSpot and receive an Inbound Marketing Certification.

the internship

Hands-on experiences are a critical part of career exploration and skill building, which is why we task our interns with projects that interest them — **no busy work**.

Social media campaigns may interest you, or perhaps outreach and influencer collaborations. You'll be given the opportunity to choose the work you take on.

We want you to get the most out of your internship, so we encourage you to involve yourself in projects where you can be fully invested and find enjoyment. We expect you to learn and grow as you work with us, and we intend to support you throughout the internship. And of course, questions are always encouraged!



the internship

roles

- Manage social media accounts, develop social media campaigns and work with publishing calendars
- Curate articles for social media, reporting and blog topics
- Interact and engage with people and brands on social
- Learn to use social media as a marketing tool for platforms, including Facebook, Instagram, LinkedIn, Twitter and Pinterest
- Learn how to use HubSpot
- Learn how to use social automation tools, like Tailwind and Buffer
- Research and report on new software and tools for the agency
- Outreach to potential clients and influencers via social media
- Analyze social media insights and create detailed reports
- Social media and website audits for clients/potential clients
- Assist with blog publishing
- Contribute to weekly meetings and brainstorm sessions for client marketing campaigns
- Hashtag and SEO keyword research
- Understand Google Analytics and Interpret the data
- Develop knowledge of current social media trends and best practices



the end of the internship

At the conclusion of the internship, we will send you off with the confidence needed to succeed in your next career. If you need a referral for a potential employer, please do contact us.

We welcome you to apply for a job with the ultraviolet team, taking on more responsibilities and tasks as we continue to grow.

hear what our interns have to say

Being an intern at ultraviolet has presented me with amazing learning opportunities and has shown me what a great work environment should look like! I'm able to build on my brand marketing skills by writing creative captions for social media, learn how to grow followers for a brand, and work on scheduling posts in HubSpot. The UV team has always been open to helping me expand my knowledge and welcomed me with open arms to new projects.

– *Katelyn Lucci, University of Delaware*

The team at ultraviolet created a workplace environment where I felt like I could try new things without being nervous to fail miserably. I was able to build on different skills that not only helped me finish out my communications curriculum at Elon University, but obtain my current role as an Account Coordinator at a pr agency. The program was extremely well-rounded and I left with an experience I have been able to utilize in my real-world job!

– *Maggie Hayes, Elon University*

I loved the ability innovative, new wave office environment and great support system. I gained so much insight into what effective digital marketing entails, and had the ability to assist in many different projects to broaden my knowledge.

– *Gina Palmieri, New Jersey City University*