

Marketing Intern

Star is a company with a unique, world class culture. We believe that nurturing the growth and creativity of our employees leads to empowered teams that help our clients engage, connect, and convert their audiences every day. Star specializes in brand support from design, manufacturing, and implementation of trade show, retail, corporate interior and live event marketing solutions for an array of Fortune 1000 clients.

Description

Star is in search of a rock star Marketing Intern. The big help will be by investigating, documenting, and creating marketing pieces that will aid in helping generate leads and revenue. You will become proficient with widely known CRM database and hunting tools. You will also have the opportunity to participate in monthly companywide educational classes as well as messaging meetings.

Responsibilities

- Research - companies, contacts, industries, trends, articles, trigger events
- Assist in updating CRM database - account/contact data entry, reporting
- Support pre-show/post-show mailers
- Research and develop talking points for cold calling and newsletter
- Help maintain sales pipeline
- Assist with marketing campaigns and initiatives
- Assist with other projects for the betterment of the New Business Development department and company

Preferred Qualifications

- Junior/Senior/recent graduate. Majoring in B2B sales, business, marketing or other related field
- Marketing experience is preferred. Previous event or tradeshow experience preferred but not required
- The role requires a great deal of research, so you will need to be resourceful, Internet savvy and willing to be creative in compiling data. Must be comfortable with Microsoft office and able to learn web based software easily
- Strong listening skills and able to follow directions. Good written and oral communication
- Comfortable utilizing social media
- Outgoing and personable by nature, comfortable interacting with customers
- Positive attitude

This paid internship will have a flexible work schedule based on class schedule, 20-30 hours per week for 6 months. Internship would be able to count for coursework as needed.

Star offers a competitive salary and full benefits in an engaging and collaborative work environment. Qualified candidates are encouraged to submit a resume and salary history to: Human Resources, Star Exhibits and Environments, Inc., 6688 93rd Avenue North, Minneapolis, MN 55445 or via email at hr@engagestar.com.

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