



// Social Media Marketing Internship

HostDime.com
189 S Orange Ave (The Plaza)
Suite 1500S
Downtown Orlando, FL
Work Status: Part Time

Now is your chance to work with one of the largest internet service providers in Florida. HostDime.com manages and owns a state of the art datacenter housing over 3000 servers and hosting over 500,000 websites. HostDime provides domain registration, dedicated servers, co-location, and high speed internet and web server solutions for a domestic and international market. HostDime.com employs a workforce of over 50% current UCF students and is dedicated to the community and to new employee development.

Position Duties

- Monitoring company social media community accounts
- Lead the development of marketing analytics directives that will help identify trends, determine course corrections, and initiate positive business opportunities
- Coordinate with key personnel in strategizing plans supporting market demands, deals and partnerships to initiate new campaigns, incentives and affiliate programs
- Manage and establish new media, non-traditional guerilla, viral and event marketing events
- Support the optimization of company brands, messaging, websites and marketing initiatives
- Drive consumer market research activities, trend and competitive analysis to help define and measure marketing and product strategies
- Develop an efficient email marketing campaign
- Write and publish online press releases
- Assist Marketing VP with contests and giveaways
- Interact with site visitors and work on company blogs

Knowledge and Skill Requirements

- Must have a passion for networking and using social networking tools
- Applicants must have energetic, upbeat, and detailed personality attributes
- 1-2 years of SEO Experience is a plus
- Keyword Search, SEO copy writing, ecommerce and web development experience is a plus
- Advertising or publishing experience
- Must have a basic understanding of online marketing
- Good writing and communication skills
- Must be extremely proactive, flexible, and have good analytical and problem solving skills
- Must work effectively within a team environment and be comfortable working in a self-directed autonomous role

Please visit HostDime.com for company information and contact Usman Arshad at 407-756-1126 | ext 2006 | usman.a@hostdime.com to apply for this position.