



Summer 2017 Digital Marketing Internship Application

For the summer 2017 semester, please submit this application along with your resume and cover letter to careers@ilsnetwork.com by April 18th. If selected for further interviewing, you will be contacted to complete an in person or over the phone interview.

About iLS network

iLS network is a collection of six [apartment guides across Florida](#) dedicated to helping renters find the perfect apartment that fits their lifestyle and budget. At iLS network, we believe there are a few things more personal than finding a place to live. As the apartment experts, we do our best to make the search as fast, easy, and exciting for renters as possible.

About the Internship

Internship Location

The company office is in Orlando, FL. The internship may be completed remotely from Gainesville, FL.

Ideal Intern Attributes

The ideal intern should:

- Have completed sophomore year OR have at least 48 credit hours as of Summer 2017
- Have an entrepreneurial spirit
- Possess a creative passion for marketing and writing
- Enjoy working as and contributing to a team
- Be self-sufficient and self-confident when working alone
- Be self-motivated to learn and experience
- Consistently strive to be the best at what they do (in action, not just words)

Internship Responsibilities

The intern will:

- Work with the team, but with individual tasks and projects, so self-motivation is a must.
- Create compelling online content including photos, narrative text, and video.
- Learn and practice HTML (for non-programmers) to post online content.
- Work with a team to complete market research and user testing.
- Help develop digital strategy including SEO, content marketing and social media marketing.
- Review and help maintain quality assurance across all sites.
- Learn the inner workings of an entrepreneurial venture by assisting with administrative tasks including billing, accounts receivable, and other day-to-day operational tasks.



- Have the opportunity to tailor the internship program to his or her specific future interests.

Internship Application Questions

Please answer the following questions in 500 words or less.

1. What is the most creative presentation you have ever completed or been a part of? Please provide as much detail as possible and provide a link if possible.
2. Do you have a minor or concentration? If so, what is it and why did you choose it? How do you anticipate that it will help you in a future career? If not, what is something you are involved in outside of your major that will further your future career?
3. Please tell us about an extracurricular activity that you devote a significant amount of time to and how you have made an impact in that organization.
4. Please provide links to or attach 2-3 writing examples. Published content preferred, but we are interested in seeing what you're most proud of: blog posts, projects, essays, etc.
5. Do you consider yourself self-motivated? Please give an example of a time where you had to work on your own to achieve something.
6. Why and how did you choose your major? After graduation, do you hope to work at a job specific to your major or is it a stepping stone to a different goal (example: law school)?
7. What programs are you using the most in your daily work? Explain how familiar you are with programs like Excel, photo editing software, and anything else you use regularly.
8. What class have you taken that stuck out to you the most and why? What was your "Aha" moment of realizing that you were thoroughly interested in what you were learning?
9. This internship will provide you with the opportunity to choose interest areas that will give you experience in your desired areas. Would you prefer an area that is more inclined to work with client success and support or an area that works on the technical side – analyzing data, SEO optimization, etc. Why?
10. Please list 2 references and briefly explain why you chose them as your references.