

MAD TASTY

Marketing Assistant

Time Period: 6 months

The Marketing Assistant Intern will be a member of the Marketing and Social Media team and will help support our social media, event and retail presence through capturing content and interacting with our customers. This role would be responsible for a variety of tasks:

Essential Functions

- Assist the Director of BD at live events where MAD TASTY is featured. S/he will gather consumer feedback during the event and capture content that can be used on our social channels.
- Assist the Director of BD at our retail locations. S/he will learn how to service a retail account including: gathering feedback from store manager and employees, making sure the location has enough inventory and making sure there is good shelf visibility for our product.
- Assist Social Media Manager when we need content. Our social media channel has a mix of lifestyle, product and shared / influencer content. The Marketing Assistance will help capture content around Los Angeles related to these buckets when needed.
- Assist Social Media Manager with coordinating shipments to influencers, collaborators and media
- Research and compile information to help with campaigns, photoshoots and marketing tasks
Brainstorm ideas for content pieces for Facebook, Instagram, and Pinterest.
- Assist with content creation for Instagram Stories and Pinterest

Skills/Qualifications

- Previous social media or marketing internship experience a plus but not required
- Current student / graduate in Marketing, Communications, PR, Social Media, or similar field preferred
- Passion for photography and videography
- Passion for health and wellness
- In-depth working knowledge of Facebook, Instagram, YouTube, etc.
- Excellent oral and written communication skills with attention to detail
- Able to multitask, and work in a fast-paced environment

About MAD TASTY

MAD TASTY was born in Santa Monica in 2018 while searching for the ULTIMATE functional & hydrating beverage. We wanted to drink more water, but water is boring. We wanted an effective dose of hemp-extract (CBD), but hemp-extract can taste bitter. After much searching and research, we cracked the code. We can now proudly say no sparkling water tastes better, has less calories, or more functionality than MAD TASTY.