

Marketing and Product Development Intern

Product development and awareness are two key factors in the success of Party Earth products. As a result, Party Earth strives to connect with its customers via a variety of Internet initiatives including PartyEarth.com, social networks, and other forums where Party Earth customers interact.

Marketing and Product Development Interns participate in a number of Party Earth initiatives. Responsibilities include one or more of the following:

- Participate in product development activities
 - Research fun and social activities (i.e. hot spots, festivals, concerts, etc.) in major European cities and upload the latest information to the Party Earth web site
 - Research the Party Earth audience and understand how to design/market the web site to identify with the target demographic
 - Review the Party Earth web site to assess usability and functionality
 - Provide feedback on ways to improve the web site and user experience
 - Assist in the adaptation of Party Earth content to other media (i.e. podcast, mobile devices, etc.)
 - Assist the Party Earth web development team in testing new web site functionality

- Market and promote the Party Earth brand and products through various Internet communities
 - Research web sites, forums, and message boards that will enable marketing and awareness of Party Earth products among the target demographic
 - Prioritize site importance and plan an approach to promote Party Earth products on each site
 - Become an active member in online communities and post information and messages to promote the Party Earth brand and products
 - Identify and implement opportunities to maximize awareness and drive traffic to PartyEarth.com
 - Identify potential sales/partnership opportunities

Qualifications:

- Business/Marketing Major, Technical Major, or Creative Major
- GPA: 3.0 or higher
- Creative mind and writing skills
- Strong desire to work in a marketing and product development role
- Entrepreneurial spirit, pro-active mentality, and tremendous work ethic
- Willingness to learn and also challenge the status quo
- Eagerness to work in a startup company environment
- Knowledge of web marketing, promotions, and/or web content management a plus
- Enjoys travel, pop culture, and social activities
- Language skills in German, French, Spanish, and Italian a plus

To apply for an internship, please submit your resume to internships@partyearth.com.

Company Description:

Party Earth is a global media and entertainment company whose mission is to enable its community of users to maximize their social experiences worldwide. Through its content, media/distribution, and community, Party Earth is a trusted source that delivers unique and valuable recommendations, helping its users find what to do, when to do it, and who to experience it with. The Company currently provides detailed reviews of social venues (i.e. bars, nightclubs, beaches, casinos, parks, plazas) in thirteen European cities; a daily calendar of festivals, concerts, and sporting events in these cities including real-time event notifications; and photos capturing moments and experiences from certain festivals and events across the globe. Moreover, the Company ensures that its community members have a personalized experience by enabling them to utilize its content and interact with other users based on their own interests and preferences.

Party Earth distributes its content to a rapidly growing community via a variety of media including PartyEarth.com, Facebook, Twitter, mobile devices, and a series of guidebooks. For more information about Party Earth, visit www.partyearth.com.

Party Earth Internship Program:

The Party Earth Internship Program provides students with a chance to gain real-world experience in an entrepreneurial environment. Interns interact with the Party Earth senior management team through a variety of projects that expose the interns to different aspects of running a business. Through product development, strategy, sales, and marketing initiatives, Party Earth interns learn how to build and run a business from the ground up.

Party Earth internships are great for students with a proactive and entrepreneurial spirit. Interns have an opportunity to assume large amounts of responsibility, make meaningful contributions to the organization, and receive recognition for their efforts. In addition to gaining valuable work experience, interns may also be rewarded by participating in networking events, trade shows, and sales calls which may include company-sponsored international travel.

The Party Earth Internship Program is conducted during the academic year and the summer. Each session consists of a 12-15 week period, depending on the school's schedule and the intern's availability. Interns work as volunteers in the Los Angeles office and are expected to work 10-12 hours per week during the school year, and up to 40 hours per week during the summer. For interns that excel, internships can roll over multiple semesters, and full-time work may be available upon graduation.