CALL FOR INTERNS

WHO WE ARE:

Black Box is a modern music marketing company. Black Box’s vision is to develop, attract, and grow meaningful audiences for artists through digital branding, strategy, and partnerships. An internship with Black Box will help students build a foundational understanding of artist development and foster a unique learning experience with music industry professionals.

Under the direction of Livia Tortella [https://www.linkedin.com/in/liviatortella], and Brian Popowitz [https://www.linkedin.com/in/brianpopowitz], interns will learn how to position artists for success.

FOR INTERNS:

We promise interns a front row seat to an exciting start-up, where they get involved in articulating a new way for artists to profit from a career in music in today’s streaming economy. From our new employee onboarding to participation in key events with developing artists and their managers, students will be actively involved in delivering results and making a difference in an artist’s career.

We have several internship positions opening up for the Fall, and I would like to take some time to discuss these opportunities with you.

I look forward to talking to you about our internship program.

ELSA TORTELLA
Administrative Director
M (323) 219-4405
E elsa@blackbox.la
AVAILABLE POSITIONS:

VIDEO PRODUCTION & CURATION:

The Video Production & Curation Intern will report to the VP, Head of Marketing in order to:

- Conceptualize and develop original video content.
- Research related to short form video content and video trends.
- Music content editing (pre-roll ad units, live videos, webisodes).
- Creative contribution to the visual aspects of an artist or marketing campaign.

Requirements:

- Proficiency with Final Cut Pro, iMovie, and/or other video editing software.
- Access to video filming and editing technology.
- Experience with Adobe creative applications like Photoshop.
- Directorial instincts to convey emotion through content.
- Understanding of composition, color, imagery, typography, aesthetic, and branding.
- Disciplined and responsible with deadlines and assignment objectives.
- A high level of attention to detail.
- Clear and strong communication skills.
DIGITAL MARKETING:

Digital Marketing Interns will be working closely with the VP, Head of Marketing to provide the following:

• Report generation.
• Research.
• Data analysis.
• Social publishing.
• Short-form copywriting.
• Facilitation of branded marketing programs.
• Digital marketing strategy and execution.
• Publicity and B2B outreach.

Requirements:

• Competence across all social media and streaming platforms.
• Proficiency with cloud-based tools such as Google Drive and Box.
• A selfless and positive attitude
• A deep desire to learn.
• Disciplined and responsible with deadlines.
• Clear and strong communication skills.
• Access to a laptop and other means of technology.
COPYWRITING:

The Copywriting Intern will report to the CEO and the VP, Head of Marketing in delivering the following:

• Composition of industry documents (presentation decks, case studies, white papers, blog posts, etc.).
• Consultation on short-form copywriting (Tweets, Facebook statuses, ad and email copy, etc.).

Requirements:

• Outstanding writing skills with a solid understanding of grammar and formatting.
• Access to a laptop and other means of technology.
• Familiarity with all social media and streaming platforms.
• A deep personal interest in the music industry.
• A passion for learning new skills.
• Responsible with deadlines and communicating with coworkers.
INTERACTIVE DESIGN:

The interactive Design Intern will report to the VP, Head of Marketing in delivering the following:

- Web asset creation (social images, animated .gifs).
- B2B asset creation (infographics, presentation decks, reporting documents).
- Problem solving through visual mediums.

Requirements:

- Proficiency with the Adobe creative suite (Photoshop, InDesign).
- Knowledge of creative design trends and best practices.
- Elementary understanding of basic coding and computer languages.
- Familiarity with popular web publishing platforms (Tumblr, Squarespace) and social networks (Facebook, Twitter, Instagram).
- Understanding of composition, color, imagery, typography, aesthetic, and branding.
- Disciplined and responsible with deadlines and assignment objectives.
- A high level of attention to detail.
- Clear and strong communication skills.
- Access to a laptop and other means of technology.
- A deep desire to learn.
EMAIL MARKETING & ANALYTICS:

The Email Marketing Analytics Intern will report to the CEO and the VP, Head of Marketing to deliver on the following:

- Execution of email marketing campaigns.
- Data analytics.
- Short-form copywriting.

Requirements:

- Familiarity with email marketing services such as Mailchimp and Benchmark.
- An advanced-level writing competency.
- Self-starter and independent mentality.
- Proficiency with cloud-based tools such as Google Drive and Box.
- Proficiency with all social media and streaming platforms.
- A deep personal interest in the music industry.
- Access to a laptop and other means of technology.
- A selfless and positive attitude.
- A deep desire to learn.
- Disciplined and responsible with deadlines.
- Clear and strong communication skills.