



ICONIC MINDS, INC.



MARKETING INTERNSHIP

REVISED 9.2020



INTERNSHIP OUTLINE

KEY DISCUSSION POINTS

Our Story

Our Mission and Vision

Our Current Online Presence

Responsibilities

Requirements

Important Things to Remember

Our New Voice

Meet the Team

Contact Us

ABOUT THE COMPANY

OUR STORY

Definition of iconic

- of, relating to, or having the characteristics of an icon
- widely recognized and well-established
- widely known and acknowledged especially for distinctive excellence

Iconic Minds, Inc. was founded August 23rd, 2016 by founder/CEO, Brianna Chester. Iconic Minds Inc. is a business development and custom apparel company. We are the one-stop, go-to solution for entrepreneurs becoming iconic. We specialize in branding/rebranding, marketing, social media strategy/management, mentoring, and custom promotional products.

We are dedicated to capturing connections and promoting collaboration over competition. Connections are about relationships and trust is a major factor in a relationship(s). Our relationship with our fellow icons are both a priority and a point of pride. Trust in us as we place our faith in our word. Let's start making connections, and watch the growth.

WHAT SETS US APART?

INNOVATION AND QUALITY

Our dedication to collaboration over competition. Instead of belittling one for not knowing, we take pride on not only being the go-to-solution but in also, sharing the knowledge one lacked prior to connecting with us.



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WORDS OF INSPIRATION

**Content marketing is a
commitment, not a campaign.**

JON BUSCALL



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THE BRAND

WHAT WE STAND FOR

We are the one-stop, go-to solution. Our system applies distinctive excellence through direct assistance to maximize brands/businesses while showing the importance of investing in yourself to become ICONIC!

We'll take care of things on the backend while our connects are center stage!



WHAT ARE WE LOOKING FOR?

KEY INSIGHTS AND ACTION POINTS



Must be hardworking, take initiative, want to learn, the ability to multi-task, open to learning all areas of the business. We are looking for graphic design, art, marketing, or similar majors. We provide extensive training, guidance and support, as well as the opportunity to experience the industry from the inside and gain valuable work experience. We want someone who loves to be creative, is interested in business development and would love to follow the Founder of Iconic Minds and learn from her.

RESPONSIBILITIES

How-to be the go-to solution

- Perform market analysis and research on the latest trends.
- Assist with daily administrative duties.
- Design and present new social media campaign ideas.
- Monitor all social media platforms for trending news, ideas, and feedback.
- Prepare detailed promotional presentations.
- Help with the planning and hosting of marketing events.
- Research and evaluate competitor marketing and digital content.
- Contribute to the creation of mock-ups, email campaigns, and social media content.



REQUIREMENTS

Working towards greatness

Must Haves!

- Great attitude
- Willingness to learn + accept constructive criticism
- Creativity
- Over communicates
- Familiarity with social media strategies and platforms
- Ability to multi-task and take initiative
- Flexible work schedule
- Hardworking and dedicated outlook
- Ability to take direction and absorb information quickly
- Experience with content creation a plus, even if not professionally

Bonus Points:

- Follows bloggers already (Instagram or Web Blogs)
- Is interested in the blogging community
- Is passionate about social media and marketing
- Knows how (or is willing to learn) to make social media posts



What We Want to Reflect

FAIR PRICES

There is a saying "Know Your Worth Then Add Tax". We don't have many sales and minimal discounts. We do offer payment plans and there will be opportunities to earn.

EFFICIENCY RELIABILITY

Our connects rely on us to execute their vision. Typically turnaround on most projects are 24-72 hours and varies with bigger scale projects such as websites.

EASE

Communication is very important. We make it easy to be in touch or up-to-date on projects through shared folders, spreadsheets, and group chats.

HONESTY

Please do not accept an assignment that you know you can not fulfil. We take pride on our turnaround rates and want to keep connects happy. This is a learning environment so take it as an opportunity rather than a L.

NEW ICONS OF ICONIC MINDS

MODERN AND UP-TO-DATE

This position does require some minimal knowledge of social media and marketing. You get first dibs on courses and workshops to gain more skills in the process.

YOUNG AND FRESH

We are looking to bring on seniors or recent grads for this position to have a more broad and new input on evolving trends.

SMART AND REFINED

Must be a current student or recent graduate.

A creative workspace background featuring a wooden desk with various items: a cup of coffee, pens, a spiral notebook, and several papers with design-related text like 'DESIGN', 'CREATIVE', and 'Global stock trad'. A large, semi-transparent dark red rectangle is centered over the image, containing white text.

THE WAY WE WORK

Communication is key, we both have responsibilities to help ensure a successful and ICONIC final project. I ask all interns to respect each others time by being timely with providing feedback, sending content, scheduling, etc. Major delays in responses may result in our project being pushed back and delay fees.

We are closed on Sundays and Mondays.

MEET THE CEO

THANKS FOR CONNECTING!



BREE CEO/Founder



LITTLE BIT ABOUT MYSELF.

I am a Birmingham, Alabama native. I've been in the DFW 5 years. I moved here shortly after graduating with my Bachelors in Communications concentrating in Public Relations and minor in Marketing in May 2015 from Jacksonville State University. I have well over 8+ years experience in Marketing through radio, digital, and print. I founded Iconic Minds, Inc. August 23, 2016 as freelance/a side hustle. I worked my first and only corporate job with Living Magazine, the largest distributing publication in Texas, up until August 2018 when I took a leap of faith. I now run Iconic Minds, Inc. full-time and need your help as we expand!

I look forward to this crown connection and I pray we learn & grow together abundantly!

STAY CONNECTED



Location

Our main operation is based out of Arlington, Texas.
Promo/Marketing Teams in New Orleans & Birmingham.
Brand Ambassadors throughout the South.

Email address

info@iconicminds.net

or live chat us on the website.

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