

# Create a Festival While You Gain Valuable Experience & Enhance Your Resume



## Digital Marketing, Writing, Photography, & Videography Interns Needed

Duration: 12 Weeks (05/09/16 – 08/01/16)

*It is our goal to help communities co-create. Let us teach you how!*

**Learn More On The Following Pages!**

*Interning for Desert Canvas has inspired me to focus on my own creative goals and endeavors. I learned countless tools and skills that will assist me in accomplishing these goals.*

**Billy Lawrence – Tempe, AZ**

*Interning for Desert Canvas has taught me so much about connecting with people in the community as well as with the people already in my life. The digital marketing tactics I learned have already proved to be an invaluable asset for my career.*

**Taylor Gilliam – Tempe, AZ**

**AS FEATURED IN:**



# WHAT IS DESERT CANVAS?

Our mission is to help individuals step outside of their comfort zones in order to go after their dreams and live a happier & healthier life. We produce, promote, and provide media coverage for events, festivals, and organizations across Phoenix.

## DIGITAL CONTENT MARKETING INTERN

### What is expected of Intern

- **Weekly attend concerts, events, and festivals for FREE to cover and write blog articles about.**
- Approximately 8-15 hours / week (can be spread out over the weekend / work from home / flexible schedule)
- Meet once per week for approximately 2 hours in Tempe headquarters off Broadway & Priest.
- Meet one or more of the following:
  - Strong writing skills (grammar, punctuation, word choice, sentence flow, consideration of audience, etc.)
  - Experienced photographer and/or graphic designer (illustrator, in-design, etc.)
  - Experienced videographer and video editor.
- Outgoing, passionate, not scared to go up and talk to people you don't know. You will be required to interview DJs, artists, spectators, and management at concerts, events, and festivals you attend.

### As an intern you will learn how to:

- Build a blog from 0 visitors to over 60,000+ visitors in 12 months.
- Get your blog article to rank on the first page of Google through SEO best practices and continue to get thousands of reads monthly even years down the road!
- Develop marketing funnels that attract, engage, convert, and develop loyal followers through content marketing best practices.
- The proper way to interview and extract information from your interviewee that they normally would not tell so you can write stories that captivate, motivate, and relate to your readers.
- Develop a strong organization's brand that effectively conveys your mission and values through an image or phrase.
- Develop a community that works together toward a common mission and/or goal.
- Track all web interaction through UTM parameters, Google Analytics, and Mix Panel.
- An effective way for an organization to use Facebook, Twitter, Instagram, Snapchat, and Linked in to build a larger following.

**CLICK HERE TO APPLY TODAY!**

## INSTRUCTOR'S QUALIFICATIONS



Todd VanDuzer

- CEO & co-founder of [Desert Canvas](#).
- Co-founder of [Student-Tutor](#), a successful tutoring company that has helped clients nationwide skyrocket their grades & test scores.
- Successful built [Student-Tutor blog](#) to 65,000 monthly page views per month.
- Guest blogger for [Huffington Post](#).
- Provided marketing consulting for million dollar start ups such as [Revolution Parts](#).
- Featured in Entrepreneur on Fire podcast. (Largest Entrepreneur podcast in the world.)
- [Learn more about Todd here!](#)