
Social Impact Fellowship: Social Media & Marketing Intern

Tailored Holistic Coaching, LLC

Fall Fellowship (10 weeks)

10 hours/week

Format: Remote (virtual collaboration with weekly check-ins)

Stipend: \$1800

About Tailored Holistic Coaching

Tailored Holistic Coaching is a wellness-centered executive coaching practice that helps professionals navigate career pivots and align their work with their personal and professional goals. Our mission is to empower individuals to lead with clarity, confidence, and purpose—building lives and careers that energize rather than drain them.

Founded by Jessica Burney, an executive coach and educator with deep expertise in leadership development and wellness-centered career strategy, Tailored Holistic Coaching works with professionals and organizations committed to holistic success.

Our Need

As a growing practice with a social impact mission, we are seeking a **Social Media & Marketing Intern Fellow** who is passionate about wellness, leadership, and making professional growth accessible to all. This fellowship is ideal for students interested in social impact, business, wellness, or communications who want to gain real-world experience supporting a mission-driven organization.

If your skills and interests align with most (but not all) of the responsibilities below, we still strongly encourage you to apply!

Responsibilities

Social Media & Marketing

- Develop creative, engaging content for LinkedIn, Instagram, and Facebook to expand our digital presence and amplify our wellness-focused career coaching message.
- Track and analyze engagement metrics to refine outreach strategies.

Lead Generation & Strategic Networking

- Identify potential coaching clients, partners, and collaborators via LinkedIn and professional networks.
- Support outreach by drafting personalized connection messages and managing follow-up communications.

Content Creation & Storytelling

- Write short-form blog posts and newsletters featuring coaching insights, leadership strategies, and wellness tips.
- Create simple, visually compelling graphics using Canva (or similar tools).

Email & Community Engagement

- Assist with organizing email communications and scheduling client follow-ups.
 - Support email list management and newsletter distribution.
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Need-to-Have Qualifications

- Strong writing, communication, and organizational skills.
- Interest in wellness, leadership, social impact, or professional development.
- Ability to work independently, manage deadlines, and thrive in a dynamic, entrepreneurial environment.
- Experience with social media marketing, analytics, or SEO basics

Nice-to-Have Qualifications

- Familiarity with Canva, Google Workspace, or email marketing tools.
 - Curiosity about executive coaching, leadership development, or mental health advocacy.
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What You'll Gain

- Hands-on experience in marketing, social media strategy, and brand development for a mission-driven business.
- Exposure to the fields of executive coaching, leadership development, and wellness-centered career strategy.

- Mentorship and professional development conversations with an experienced executive coach.
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To Apply

Email **Jessica Burney** at [jessburney@tailoredholisticcoaching.org] with:

1. Your resume
 2. A brief statement (500 words or less) sharing why you're excited about this internship opportunity
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This internship is a collaboration with the Institute for Leadership and Social Impact (ILSI) at Georgia Tech. The student selected for this position will receive a Social Impact Fellowship from ILSI in the amount of \$1,800 upon verification of their eligibility for a scholarship with the Financial Aid office. Students are expected to work 10 hours a week on average. Students need to be enrolled full-time. ILSI will handle onboarding and the payment process, and Fellows are expected to complete deliverables as outlined on the Social Impact Fellows webpage, including a blog reflection.