



Social Impact Marketing Fellow - Beautiful Curly Me

Reports To: Founder and COO | Location: Hybrid, Atlanta | Time Commitment: ~10 hours per week | Duration: September 8 to November 20, 2026 (10 weeks) Stipend: \$1,800,

About Beautiful Curly Me

Beautiful Curly Me is a confidence-building brand that empowers young Black and Brown girls with dolls, books and inspiring content. Zoe Oli started the company at 7 after her own experience with low self-esteem. She couldn't find a doll that reflected her natural beauty, so she created one. Zoe is a published author, the world's youngest Black TEDx speaker and has reached over 100,000 girls and families with her mission. She is also the recipient of several industry and leadership awards. For every doll purchased, one is donated to a girl in need. Beautiful Curly Me has been featured on national media including Good Morning America, Forbes and The Jennifer Hudson Show, and is available in Target stores. Learn more at <https://www.beautifulcurlyme.com>.

Position Overview

This is a chance to own a real campaign from start to finish and create immediate impact. As our Marketing Fellow, you will help plan, write, build, and run Dollsgiving 2026, our social impact giving campaign. You will work directly with our founder team, including teen founder Zoe Oli, and finish the semester with a campaign you built and a number of girls you impacted.

Essential Job Duties

- Own the 2026 Dollsgiving campaign end to end, working with the team to set strategy, structure and manage the execution plan across multiple channels (email, social media, sms etc).
- Develop the campaign messaging, the email sequence, the social captions, the donor thank-yous, and the language of the ask. Our design team brings the visuals to life, while you own the plan.
- Build and run the digital campaign across email and social, and track what is working.
- Do the prospect research that powers our fundraising. Identify and prioritize companies, foundations, and local partners with a genuine giving fit, find the right contacts, and prepare the outreach so our leadership can close.
- Reach out to community and small-business partners and keep every lead tracked.
- Provide support at the Youth Mean Business Summit on 9/12, our youth entrepreneurship initiative.
- Take on other business and administrative tasks as needed.

Ideal Candidate

- Currently enrolled Georgia Tech student in Marketing, Communications, Business or a related field.
- A strong writer and storyteller with content marketing experience and drive to plan and run something from start to finish.
- Comfortable with digital tools, including an email platform like Klaviyo, social scheduling, Canva, and analytics and project management tools (Clickup). Video editing skills a plus.
- Organized and research-minded, able to keep a project and a prospect list on track.
- A self-starter who works independently and is genuinely moved by the mission.
- Startup or nonprofit experience a plus.



What You Will Gain

- Ownership of a real marketing campaign from concept to launch, a portfolio piece you can point to.
- Hands-on digital marketing skills across email, social content, and analytics.
- Copywriting and brand storytelling experience for a nationally recognized, mission-driven brand.
- A first look at nonprofit fundraising and community partnerships.
- Direct mentorship from a founder team
- Networking within Atlanta's nonprofit and social impact ecosystem.

To Apply

Send an email to evana@beautifulcurlyme.com with your resume, link to portfolio (if you have) and a short cover note.

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 which will be paid over the 10 weeks of the internship. Students are expected to work 10 hours a week on average. Students need to be eligible for campus employment. ILSI will handle onboarding and biweekly payments and Fellows are expected to complete a blog post about their internship experience and participate in one Fellowship event with ILSI