



## **Social Impact Marketing Fellow - Beautiful Curly Me**

Reports To: Founder and COO | Location: Remote (Atlanta) | Time Commitment: ~10 hours per week |

### **About Beautiful Curly Me**

Beautiful Curly Me is a confidence-building brand that empowers young 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 help run a spring campaign for a national movement. As our Marketing Fellow, you will support our new 1 Million Confident Girls Spring Campaign, our mission to help one million girls build confidence. You will lead our creator partnerships, research the community and corporate partners who can help us reach more girls, and create and track campaign content. You will work directly with our founder team, including teen founder Zoe Oli, and finish the semester with a campaign you helped build and real impact you can measure.

### **Essential Job Duties**

- Find, onboard, and manage 20 to 30 parent, educator, and family creators who share our mission, and track their content and results.
- Research and prioritize Atlanta schools, community organizations, and companies (including employee resource groups) that are a good fit for partnership and sponsorship, and support outreach working with our leadership team.
- Create Women's History Month and campaign content for social media working with design team
- Track campaign results weekly and keep the partner and creator lists organized.
- Other tasks as assigned
- Deliver a final impact report and presentation to the founder team.

### **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 are a plus
- Social media savvy - Tiktok, Instagram, Youtube.
- Organized and 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 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.
- Direct mentorship from a founder team

## To Apply

Send an email to [evana@beautifulcurlyme.com](mailto: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*