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## La Petite Alice Internship opportunities.

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## Marketing Intern: Paid Advertising

### Job Description

We are a rapidly growing sustainable clothing brand. We create linen clothes and accessories with embroidery for children and women. Everything is handmade in our cozy Vilnius, Lithuania studio from Oeko-Tex certified linen.

The ideal candidate is passionate about creating video content on the platform and focusing on engagement and growth for our company. We are seeking an intern interested in learning about Facebook and Google advertising.

Internship: EU funded under the UPinLT project.

Internship duration: 3 - 6 months

Starting Month: March / May

Job type: Vilnius, Lithuania / Remote

Type: Full-time or Part-time

### Responsibilities

- Ideate and launch campaigns daily on Facebook Ads Manager.
- Perform daily analysis and optimization of campaign performance. Prepare and deliver performance reports identifying successes and opportunities for improvement.
- Develop ad creatives (images and copy) for various products.
- Test audiences and platform features to discover new opportunities.
- Manage budgets daily, weekly, and monthly to keep spending optimized for sales growth while hitting target ROAS parameters.
- Maintain active relationships with Facebook account representatives to make necessary adjustments to campaigns.
- Actively participating in digital strategy and media planning meetings

### Qualification:

- Applicants must currently be enrolled in a college or university in an undergraduate or graduate program.

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- You study a relevant program or have proven experience in the skills we seek. The most important is to have a passion.
- Proficient in English. Lithuanian is not a requirement – we're an international team!
- Have been on study or exchange to another country.
- Have a good understanding of storytelling.
- Having experience in working with cameras.
- Passionate about the fashion industry & social media.

**You'll love us because:**

- We are fun, authentic, down-to-earth people who also wake up in the middle of the night with new ideas and inspiration.
- We're growing fast, and that's a fun space.
- We encourage a dynamic environment with high-energy, high-output results.
- We are creating a movement more significant than ourselves that positively enhances people's lives & the environment.
- We lead with context, not control, and let you determine the best ways to accomplish your goals. There is no time for micromanagement, just performance and excellence.
- We are a wicked, innovative, yet humble team. Egos are not part of the mix.
- La Petite Alice embodies the excitement of start-up culture and has the success to back it up as it seeks mid-market growth and beyond.

**Perks & Benefits:**

- Learning budget to sponsor Facebook certificates.
- Coupon to purchase at La Petite Alice Shop.
- Real-world Experience while working in a diversified team.
- Complimentary coffee/tea: Get your caffeine fix to get you started and keep you going.
- Near public transit: Easy access and friendly workplace.
- Skills development: We want to take you from good to great.

We are looking forward to your application by 31st March 2024. For any questions or queries, contact the Hiring manager. Pulkit Gupta - [pulkit.g@lapetitealice.com](mailto:pulkit.g@lapetitealice.com)

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## Marketing Intern: Video Creator

### Job Description

We are a rapidly growing sustainable clothing brand, creating linen clothes and accessories with embroideries for children and women. Everything is handmade in our cozy Vilnius, Lithuania studio from Oeko-Tex-certified linen. The ideal candidate is passionate about creating video content on the platform focusing on engagement and growth for our company. We are looking for an intern who has creative ideas, understands social media platform trends, has great video editing skills, and has a positive attitude.

Internship: EU funded under the UPinLT project.

Internship duration: 3 - 6 months

Starting Month: March / May

Job type: Vilnius, Lithuania / Remote

Type: Full-time or Part-time

### Responsibilities

- Brainstorm new and innovative ways to reach customers via digital video commerce.
- Actively research new and emerging social platforms with enthusiasm and passion.
- Provide creative content in the form of videos for our community platform.
- Social media: Publish social media posts through various channels.
- Marketing operations: Assist in the creation and implementation of marketing strategies.
- Helping to formulate and follow the content strategy plan.
- Edit the content to ensure quality, clarity, and consistency.
- Assist in working with eCommerce teams to create and optimize cross-promotional video content.
- Partner with the content production team to ensure timely delivery of creative assets

### Qualification:

- Applicants must currently be enrolled in a college or university in an undergraduate or graduate program.

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- You study a relevant program or have proven experience in the skills we are searching for. The most important is to have a passion.
- Proficient in English. Lithuanian is not a requirement – we're an international team!
- Have been on study or exchange to another country.
- Have a good understanding of storytelling.
- Having experience in working with cameras.
- Passionate about the fashion industry & social media.

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- We are creating a movement more significant than ourselves that positively enhances people's lives & the environment.
- We lead with context, not control and let you determine the best ways to accomplish your goals, there is no time for micromanagement, just performance and excellence.
- We are a wicked smart yet humble team. Egos are not part of the mix.
- La Petite Alice embodies the excitement of start-up culture with the success to back it up as it reaches for mid-market growth and beyond.

**Perks and benefits include:**

- Upto 500 EUR coupon to use at La Petite Alice
- Real-world Experience while working in a diversified team.
- Free coffee/tea: Get your caffeine fix to get you started and keep you going.
- Near public transit: Easy access and friendly workplace.
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# Marketing Intern: Blog & Copywriting

## Job Description

We are a rapidly growing sustainable clothing brand, creating linen clothes and accessories with embroideries for children and women. Everything is entirely handmade in our cozy studio in Vilnius, Lithuania from Oeko-Tex certified linen.

The ideal candidate would be someone who loves social media, is Passionate about creating & copywriting content (Social media & Video), has an understanding of brand and digital content strategy.

Internship: EU funded under the UPinLT project.

Internship duration: 3 - 6 months

Starting Month: March / May

Job type: Vilnius, Lithuania / Remote

Type: Full-time or Part-time

## Responsibilities

- Write effective, engaging copy across a range of deliverables:
- Social media: Create and publish social media posts through various channels.
- Marketing operations: Assist in the creation and implementation of marketing strategies.
- Helping to formulate and following the content strategy plan.
- Edit the content to ensure quality, clarity, consistency.
- Write short, but powerful texts and generate ideas for engaging content.
- Develop strategies to build community and interacting with followers, Finding creative ways to get us noticed.
- Present creative ideas with clarity and confidence
- Understand and proactively address creative feedback

## Qualification:

- You study a relevant program or have proven experience in the skills we are searching for. The most important is to have a passion.
- Proficient in English. Lithuanian is not a requirement – we're an international team!
- Have been on study or exchange to another country.
- Strong writing & analytical skills.

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- Knowledge of SEO and keyword usage.
- Passionate about the fashion industry & social media.

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2- 2.5 months

- Real-world Experience while working in a diversified team.
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# Marketing Intern

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The ideal candidate would be someone who loves social media, is Passionate about creating & copywriting content (Social media & Video), has an understanding of brand and digital content strategy.

Internship: EU funded under the UPinLT project.

Internship duration: 3 - 6 months

Starting Month: March / May

Job type: Vilnius, Lithuania / Remote

Type: Full-time or Part-time

## Responsibilities

- Design Brand book
- Social media: Create and publish social media posts through various channels.
- Marketing operations: Assist in the creation and implementation of marketing strategies.
- Helping to formulate and following the content strategy plan.
- Edit the content to ensure quality, clarity, consistency.
- Write short, but powerful texts and generate ideas for engaging content.
- Develop strategies to build community and interacting with followers, Finding creative ways to get us noticed.

## Qualification:

- You study a relevant program or have proven experience in the skills we are searching for. The most important is to have a passion.
- Proficient in English. Lithuanian is not a requirement – we're an international team!
- Have been on study or exchange to another country.
- Canva or Adobe skills preferred.
- Basic camera, lighting skills would be a plus.
- Prior experience in video content creation.

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- Strong writing & analytical skills.
- Passionate about the fashion industry & social media.

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Perks & Benefits:

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# Business Strategy Intern

## Job Description

We are a rapidly growing sustainable clothing brand, creating linen clothes and accessories with embroideries for children and women. Everything is entirely handmade in our cozy studio in Vilnius, Lithuania from Oeko-Tex-certified linen.

As a Strategy Intern, you will join a team who focus on helping La Peittie Alice achieve their business goals through a deep understanding of their market and customers,

Internship: EU funded under the UPinLT project.

Internship duration: 3 - 6 months

Starting Month: March / May

Job type: Vilnius, Lithuania / Remote

Type: Full-time or Part-time

## Responsibilities

- Conduct various market and user research.
- Recognize current marketing trends, new technology solutions, and competitive strategies
- Value delivery through a mix of best-practice solutions, skills, capabilities, and original thinking
- Identify and act on opportunities for improvement and growth.
- Identify and establish strategic partnerships and collaboration.
- Combine business, design, and creative thinking to produce quality and attractive presentation decks.
- Create detailed competitive analysis comparisons from multiple sources.

## Qualification:

- You study a relevant program or have proven experience in the skills we are searching for. The most important is to have a passion.
- Proficient in English. Lithuanian is not a requirement – we're an international team!
- Have been on study or any other exchange to another country.
- Strong listening and communication skills, both orally and written, with the ability to express ideas clearly and concisely
- Passionate about learning new technologies and applying them in your daily job

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- Ability to connect technology with measurable business value
- Resourceful, entrepreneurial, and comfortable dealing with ambiguity

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Perks & Benefits:

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## Business Intern

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Internship: EU funded under the UPinLT project.

Internship duration: 3 - 6 months

Starting Month: March / May

Job type: Vilnius, Lithuania / Remote

Type: Full-time or Part-time

### Responsibilities

- Conduct various market and user research.
- Find potential prospects on digital channels.
- Analyze our competitors and their products.
- Identify and act on opportunities for improvement and growth.
- Identify and establish strategic partnerships and collaboration.
- Follow sales processes, use tools (CRM, ERP, etc.), and suggest/share improvements.

### Qualification:

- You study a relevant program or have proven experience in the skills we are searching for. The most important is to have a passion.
- Proficient in English. Lithuanian is not a requirement – we're an international team!
- Have been on study or any other exchange to another country.
- You are a team player with a positive mindset and a 'can do' attitude.
- Curious - our fulfillment comes from the daily learnings you made and shared with others.
- Proactive and independent attitude.
- Strong writing & analytical skills.
- Passionate about the fashion industry & social media.

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# Influencer Marketing Internship

## Job Description

We are a rapidly growing sustainable clothing brand. We create linen clothes and accessories with embroidery for children and women. Everything is handmade in our cozy Vilnius, Lithuania studio from Oeko-Tex certified linen.

Internship: EU funded under the UPinLT project.

Internship duration: 3 - 6 months

Starting Month: March / May

Job type: Vilnius, Lithuania / Remote

Type: Full-time or Part-time

## Influencer Marketing internship Responsibilities :

- Research and identify influencers aligned with brand values and target audience.
- Maintain a comprehensive influencer database with contact info and engagement metrics.
- Assist in outreach to build relationships and coordinate with influencers.
- Collaborate on creative influencer marketing campaigns with the marketing team.
- Monitor and track campaigns to ensure alignment with brand guidelines.

## Qualification:

- You study a relevant program or have proven experience in the skills we are searching for. The most important is to have a passion.
- Proficient in English. Lithuanian is not a requirement – we're an international team!
- Have been on study or any other exchange to another country.
- You are a team player with a positive mindset and a 'can do' attitude.
- Curious - our fulfillment comes from the daily learnings you made and shared with others.
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# TikTok Marketing Internship / LinkedIn Marketing Internship

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Internship: EU funded under the UPinLT project.

Internship duration: 3 - 6 months

Starting Month: March / May

Job type: Vilnius, Lithuania / Remote

Type: Full-time or Part-time

LinkedIn & Tiktok Marketing Internship:

LinkedIn:

- Conduct LinkedIn market analysis for trend identification and opportunities.- Manage and optimize the company's LinkedIn profile in line with branding and content strategy.
- Create engaging content for posts to boost brand visibility and engagement.
- Analyze LinkedIn analytics to track post and campaign performance, providing insights for improvement.

TikTok:

- Research and identify trends and challenges on TikTok relevant to the brand.
- Collaborate with the creative team for TikTok content aligned with brand messaging.
- Assist in creating and editing engaging short-form videos for the company's TikTok account.
- Monitor TikTok analytics, assessing content and campaign performance for optimizations.

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