

**LD Brand // Graphic Design Internship**  
**4 Month Internship Beginning February 2022**  
**20 Hours Per Week, At Least One Hour Per Week Day**

Company Overview

Laura DiFrancesco LLC (the LD Brand) is a women-owned and operated publishing, media, production and education company, located in West Chester, PA. The mission of the company is to inspire, empower, support and celebrate women and entrepreneurs. The company has business, legal and lifestyle educational products and resources. In addition, it has a publishing and production focus to publish books and media in furtherance of its mission. Our team works closely to support one another and deliver the best experience for our clients. You can learn more about the company [here](#).

This internship offers students an opportunity to gain exposure to the inner workings of what a Graphic Design role looks like in real life. It is a four month internship beginning August 2022. The internship requires at least twenty hours per week, at least one hour per week day with a schedule to be agreed upon prior to hiring. The Graphic Design Intern will work directly with the company's Founder. We will provide the resources necessary to succeed, and encourage growth through empowering feedback to develop your skills and knowledge. Students that are creative and know how to take initiative will thrive in this position.

Who Are You?

**Self Motivated** You are driven, enjoy a challenge, and are proud of the work you deliver. You exceed in prioritizing and executing multiple assignments in a timely manner.

**Naturally Curious** You are innovative, think critically when given an assignment, and have an impeccable attention to detail.

**Solution Oriented** You are creative and consider all resources until you've found the best solution. You are always looking for ways to be more efficient and productive.

**Positive Energy** You are charged with energy to get work started and you maintain a positive outlook throughout the day.

**Team Player** You are supportive, reliable, and have a willingness to learn from others. You enjoy being friendly and connecting with coworkers.

## Role & Responsibilities

- Create engaging graphics for social media platforms, email, events, and websites.
- Assist with website management and maintenance using Showit and Kartra.
- Manage Flourish content and related projects from ideation to execution
- Participating in training and education provided by Flourish Coworking Space, on subjects pertaining to graphic design and marketing strategies, software, and creative media.
- Edit marketing materials including photos when needed
- Aiding the team and space with any administrative or coworking needs.

## Education & Experience

- Must be pursuing higher education
- Related work experience is preferred
- Proficient in and experience using Adobe, Canva, and other graphic design programs
- Proficient in G-Suite, Word, and Excel
- Experience in social media design and marketing is a plus

## Why Our Company?

- Female empowered, diverse working environment
- Ability to work at the Flourish Coworking Space in West Chester, PA
- Where what you'd like work attire
- Join a young and passionate group of female entrepreneurs

Application Instructions: Please send your resume and cover letter to [laura@lauradifrancesco.co](mailto:laura@lauradifrancesco.co). Examples of your work are not required but may also be included in your email. Your own social media marketing may be used as a work product.