

FREELANCE OPPORTUNITY

PROJECT #1:	Building a consumer goods business from the ground up
PROJECT DATES	10/15/18 - 12/15/18 (Possibly continuing into Q119)
OPPORTUNITY	Freelance, project-related work - Marketing/Social Media, and Graphic Design

THE ASSIGNMENT

- LTi7 Marketing is working with an individual launching a new brand of grain and gluten-free snack mixes. These grain-free snacks are delicious and loaded with protein: packed with nuts and seeds and all-natural ingredients.
- Currently, these snacks are extremely well-received and are sold exclusively through an individual social media account, through one-on-one and word-of-mouth marketing.
- This client needs to build this business from the ground up, making this a tremendous opportunity for the right individual(s) to support.
- This freelance opportunity will include valuable Marketing project work to support LTi7 Marketing and may include elements of the following:
 - Marketing research
 - Competitive analysis work (using a structured format)
 - Persona development (using a structured format)
 - eCommerce website development
 - Supply chain analysis
 - Product packaging design
 - Brand design and development - digital and print
 - -brand standards development - Logo, font, brand look & feel
 - Package design
 - Content development
 - Marketing calendar & contact strategy development
 - Online marketing research (Keyword research)
 - Blog post research and writing
 - Social media business page(s) content planning & execution
 - Collaborative meetings with the business & LTi7 Marketing

This is an opportunity that will require freelance support for Marketing plan development, social media plan development, graphic design and website development. Ideal work for a student or recent graduates of Marketing and Graphic. Freelancers (2) need to be available an estimated 10 hours/week, will work as Independent Contractors of LTi7 Marketing LLC, and featured on the website as members of the LTi7 Mentoring Program (optional).

This is an excellent opportunity for a motivated, driven, (and hungry!) seniors, recent graduates, or graduate students majoring in Marketing and Graphic Design looking to gain valuable

experience, training, portfolio and resume-building material and the opportunity to support the development and launch of a new small-business. The initial project-work timeframe is identified as 8 weeks, but if all goes well, additional work could transition into Q1, 2019.