

FREELANCE OPPORTUNITY

PROJECT #1:	Marketing & social media strategy. Website redesign. Content planning, development & execution
PROJECT DATES	10/15/18 – 12/15/18 (Possibly continuing into Q119)
OPPORTUNIITY	Freelance, project-related work

THE ASSIGNMENT

- LTi7 Marketing is working with a boutique studio that offers customized health and wellness programs. Through individually designed programming, they help their clients discover their own healthy balance and incorporate realistic nutrition, fitness and wellness habits into their lifestyle. They have two studios in the Boston area that offer training and fitness, run coaching, nutrition, and sports massage. They also offer robust corporate wellness programs.
- The website needs refreshing, reorganizing and a redesign. LTi7 is partnering with the studio to do this work and support them with the development of a Marketing and Social Media strategy.
- This freelance opportunity will include valuable Marketing project work to support LTi7 Marketing, the business and “may” include the following:
 - Marketing research
 - Competitive analysis work (using a structured format)
 - Persona development (using a structured format)
 - Website content development (based on defined personas)
 - Marketing calendar & contact strategy development
 - Online marketing research (Keyword research)
 - Blog post research and writing
 - Social media content planning & execution
 - Collaborative meetings with the business & LTi7 Marketing

Freelancer needs to be available an estimated 10 hours/week, will work as an Independent Contractor of LTi7 Marketing LLC and will be featured as a member of the LTi7 Mentoring Program (optional).

This is an excellent opportunity for a motivated, driven, (and hungry!) senior or graduate student looking to gain valuable experience, training, portfolio and resume-building material and the opportunity to support the development of an established (and really cool) small-business brand. The initial timeframe is identified as 8 weeks, but if all goes well, additional work could transition into Q1, 2019.