



## Content Marketing Internship for TCU Students

### About Us

FrogTutoring is an Ed Tech Platform founded by a TCU Alumnus that provides one-on-one, private, in-home tutoring in many major cities across the country.

### Mission Statement

The purpose of our organization is to make a positive difference in the lives of students through personalized tutoring and mentoring.

### Summary:

This position provides the chance to join a passionate team focused on creating unique solutions in the education space! As a start-up, we believe in giving young talent the opportunities they need to demonstrate their skills and build their portfolio through practical experiences.

We are looking for interns who are extremely talented and interested in online and SEO-focused Content Marketing. Interns will work from our corporate office physically and virtually through Google Hangout, Skype, Google drive, and Trello as conferencing and collaborative tools.

One major objective for us is the building of the FrogTutoring brand through content marketing. If you decide to join our team, you're likely going to be working on:

1. **White Papers:** An informational document published by a company to promote or highlight the features of a solution, product or service.
2. **Blogs:** Creating blogs around well-researched and targeted keywords for local and national search engines.
3. **Web Landing Page:** Creating unique SEO friendly landing page content based on specific keywords/keyphrases.
4. **Technical Writing :** This type of content is executed to influence the 'influencers' (Reporters & Bloggers) in the education space through referencing or publishing articles.
5. **Email Marketing:** Sending promotional emails to all contacts in our database.
6. **Social Media Marketing:** Running social media campaigns to drive brand engagement.
7. **Editing:** Editing blogposts submitted by our tutors.

### Benefits:

- Stipend
- Company LinkedIn endorsement.
- Personal letter of recommendation from the CEO & Founder

### Contact: Roland Omene

[romene@frogtutoring.com](mailto:romene@frogtutoring.com) | [www.frogtutoring.com](http://www.frogtutoring.com)

(817) 717-1286 | 4200 South Freeway Suite 608, Fort Worth, TX 76115