



Marketing & Content Intern

Location: St. Louis, MO (Remote)

Type: Part-time Paid Internship (10-20 hours/week)

Company: ArchitectNow www.architectnow.net

LinkedIn: <https://www.linkedin.com/company/architectnow/>

About ArchitectNow

ArchitectNow is a fast-moving technology consulting firm specializing in AI strategy, cloud modernization, software development, and Microsoft ecosystem solutions. We help organizations innovate, adopt emerging technologies, and streamline their operations. As a small, highly collaborative team, we move quickly—and this internship offers real hands-on marketing experience, not busywork.

You'll work directly with our Director of Business Development and gain exposure to content creation, digital campaigns, webinars, event marketing, PPC, and branding within one of the most rapidly evolving areas of tech.

Role Overview

We're looking for a creative and detail-oriented Marketing & Content Intern to support our marketing initiatives across social media, content development, digital advertising, and event promotion. This role is ideal for someone who enjoys design, writing, and experimenting with digital channels, and wants real experience shaping how a technology consulting company communicates and grows.

You'll contribute to live campaigns, published content, public-facing collateral, and high-visibility marketing work.

Expectations for This Role

- **10–20 hours per week**, with the majority of those hours occurring during normal business hours
- Remote work environment: Work can be done remotely, but occasional onsite participation in periodic local events and meetups encouraged.
- Ability to manage multiple projects, communicate progress, and meet timelines in a fast-paced environment.
- Willingness to learn new tools and technologies (including AI tools), follow established branding guidelines, and collaborate with sales and technical leaders.

Key Responsibilities

1. Content Creation & Management

- Draft and schedule social media posts using Hootsuite with guidance from sales
- Design graphics and visuals using Canva or PowerPoint.
- Write short-form content: blogs, summaries, event descriptions, and service updates.
- Update website content, including case studies, resources, and events
- Repurpose webinar transcripts and notes into blog posts, LinkedIn content, and email snippets.
- Maintain a content calendar for campaigns, events, and ongoing promotional activity.

2. Campaign Support (Email, PPC, Landing Pages)

- Support landing pages in Unbounce (or similar tools)
- Assist with email marketing: designing templates, segmenting lists, and scheduling sends in coordination with the sales team.
- Assist sales with curating nurture journeys and follow-up sequences based on messaging provided by the sales team.
- Support PPC efforts across Google, Microsoft, LinkedIn, and Reddit by updating creatives and reviewing performance.
- Conduct simple A/B tests for email subject lines, ad creatives, and landing pages.
- Track campaign metrics and prepare summary reports.

3. Event & Webinar Promotion

- Design promotional graphics and slide assets for webinars, events, and community sessions.
- Build and manage registration pages and graphics, for webinars.
- Support sales with drafting promotional emails, reminder sequences, and follow-up messages.
- Upload webinar recordings to YouTube and optimize titles, descriptions, and tags
- Edit recordings to create short form clips for social posts and ad use.
- Publish event reminders, live updates, and recaps across social channels.

4. Market Research

- Research competitor marketing and summarize insights.
- Identify content ideas using keyword tools and trending industry topics.
- Assist with PPC keyword research, search term expansion, and competitor ad analysis.

5. Collateral Development

- Create one-pagers, brochures, and marketing handouts based on provided content.
- Polish PowerPoint decks for webinars, sales conversations, and events.
- Format case studies and customer stories into client-facing documents.
- Maintain consistent branding templates across slides, graphics, and marketing assets.
- Assist with creating reusable frameworks such as LinkedIn carousel templates, event banners, and downloadable resource formats.

6. Internal Marketing & General Support

- Organize marketing assets (logos, templates, recordings, slide decks).
- Assist with CRM tagging/segmentation for events or campaigns (as needed).
- Support internal announcements and communications.
- Help keep all marketing collateral updated and consistent.
- Help maintain a centralized library of resources from webinars, events, and campaigns to streamline future usage.