



## VISUAL CONTENT CREATOR INTERN Roles + Responsibilities

### Company Story:

Stella Valle is a brand that inspires confidence in who you are and where you are going. Our designs portray the feminine strength that helped us pursue our dreams in fashion. We know the same mental toughness exists in each of you. Our *'Modern Charm'* designs allow you to tell the world who you are and what inspires you. From the beginning, our vision has been to inspire women to be authentic, achieve their biggest dreams, and have a positive impact on others. As sisters, West Point graduates and Army veterans, we used our extraordinary experiences as inspiration to co-found and design Stella Valle. The brand is growing rapidly and is universally recognized by major fashion and entrepreneur magazines as one to watch.

Service and giving back has always been a part of who we are. We continue to support women and veterans through our 'Be One Give Back' program. We are very fortunate to be doing what we love.

Join us, channel your inner woman warrior and live your best life!

#WomenWarriors #BeOne

Lots of Love + Success,

Ashley + Paige

### Internship Title and Description:

The Visual Content Creator Intern will work directly with our Chief Creative Officer and Marketing Team to help develop and execute visual content including video, lifestyle and product photography to share a unified brand aesthetic with followers and customers. The content will be used for digital advertisements, social media, email marketing, and website. This position is responsible, but not limited to, the following duties and obligations.

- Assist in visual content planning and creation to deliver a consistent, on brand, visual content to target Millennial and Gen Zs
- Help define the visual look and feel of the brand per platform, per medium, and



- produce visual content accordingly
- Produce engaging, creative visual social content in all forms: photo, video, gif, motion animation
  - Deliver visual content - still and video- based on marketing and social media calendar
  - Help the brand become a pop culture commentator, proactively creating on the fly content to react to trending pop culture moments / trends
  - Responsible for continually developing creative ways to improve visual content and provide feedback to team

#### Qualifications:

- 2-3 years Social Media Visual Content Creation experience across all platforms
- Strong photography, videography and graphic design skills (Creative portfolio showcasing content productions across skill-sets and platforms)
- Ability to demonstrate a complete fluency in the Adobe Creative Suite is a must
- Creative talent understanding and adapted to the look & feel of our brand, actively engaged in social media trends with an existing social presence
- A genuine love and excitement for social, branding, pop culture,
- A self-motivated person who isn't afraid to carve out new responsibilities for themselves, multitask and move with the speed of social

#### Details:

This internship is non-paid, but available for college credits and potential future employment. Hours for the position are determined by college credit requirements or determined with the Company and candidate. The preferred hours of work are 20 hours per week, but flexible. The position is remote.