



MESA FITNESS

Mesa Fitness Colorado
700 Maldonado Street
Grand Junction, CO 81501

Dear student,

Mesa Fitness is pleased to offer an internship position with Mesa Fitness as a Marketing Intern.

During this internship, you will have the opportunity to build and enhance a variety of essential marketing skills, which are detailed on the next page.

This internship is designed to provide you with hands-on experience in a dynamic work environment, where you'll be able to apply what you've learned in your studies and develop new skills that will be invaluable in your future career.

The internship currently has flexible start and end dates, and we are happy to work with your schedule. According to the understanding of Colorado Mesa University's internship requirements, you will be expected to work up to 16 hours per week. Your schedule will be flexible to accommodate your academic and athletic commitments.

We are excited about the prospect of having you on board and look forward to helping you grow your marketing expertise. Please let us know if you have any questions or require further information.

We look forward to welcoming you to our team!

Sincerely,

Dylan Bennett

Marketing Director

Mesa Fitness Colorado & Gold's Gym Montrose

dylan@mesafitnessco.com

(970) 255-1656



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During this internship, you will have the opportunity to build and enhance a variety of essential marketing skills, which are detailed below.

You'll have the opportunity to work directly with our management team, Marketing Director, and also understand the business side of running a fitness center.

Internship Duties:

Social Media Management:

- Creating and scheduling posts on platforms like Instagram, Facebook, and Twitter.
- Engaging with followers by responding to comments and messages.
- Analyzing social media metrics to track the success of campaigns.

Content Creation:

- Writing blog posts, articles, and newsletters related to fitness, health, and wellness.
- Assisting in creating graphics, videos, and other visual content for marketing campaigns.
- Developing content for email marketing campaigns.

Event Planning and Promotion:

- Assisting in organizing events, such as fitness challenges, open houses, or workshops.
- Promoting events through various channels to attract participants.

Market Research

- Conducting research on competitors and market trends.
- Gathering feedback from members and non-members to understand their needs and preferences.
- Assisting in the development of marketing strategies based on research findings.

Email Marketing:

- Assisting in the creation and distribution of email newsletters.
- Managing email lists and segmenting audiences for targeted campaigns.
- Tracking and analyzing the performance of email campaigns.

Partnership and Community Outreach:

- Helping to establish partnerships with local businesses and influencers.
- Coordinating community outreach programs to increase the facility's visibility.
- Assisting in the development of promotional materials for outreach efforts.



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Duties continued:

Sales Support:

- Assisting the sales team in creating promotional materials, such as brochures and flyers.
- Supporting the sales team with lead generation and follow-up.

Administrative Tasks:

- Managing marketing calendars and schedules.
- Assisting with budget tracking and reporting.
- Coordinating with vendors and suppliers for marketing materials.

Digital Marketing:

- Assisting in managing the facility's website and ensuring content is up-to-date.
- Helping to optimize the facility's online presence through SEO (Search Engine Optimization).
- Running paid advertising campaigns, such as Google Ads or social media ads.

Reporting and Analysis:

- Monitoring and reporting on the effectiveness of marketing campaigns.
- Using tools like Google Analytics to track website traffic and user behavior.
- Presenting findings to the marketing team and suggesting improvements.

These duties offer a comprehensive learning experience and help the intern develop skills in various aspects of marketing within the fitness industry.

For more information, please contact me directly.

Dylan Bennett

Marketing Director

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