

**China Performance Group**  
[www.chinaperformancegroup.com](http://www.chinaperformancegroup.com)

**Hiring Now: Marketing Intern: SEO Focus**

*We are an experienced and progressive B2B company in the service industry looking for a college student or recent graduate who is passionate about marketing and seeks to apply their skills in a hands-on role while learning about international business, supply chain management, and sourcing.*

*CPG's marketing intern will have the opportunity to directly influence CPG's Search Engine Optimization (SEO) strategy through content creation, publishing, and website optimization, all while gaining practical experience in a multinational company.*

**Main Responsibilities**

1. Complete initial training, including reading *How To Get To The Top Of Google in 2022: The Plain English Guide to SEO*
2. Identify short-term goals and daily tasks to improve CPG's SEO ranking, i.e., blog drafting/editing/publishing, content creation, social media postings, etc.
3. Outline and complete a long-term project (to cover throughout the 10-week internship) that could tangibly improve CPG's SEO ranking over time.
4. Attend weekly meetings to provide updates on progress and improvements implemented.
5. Create a final presentation on your SEO project and present it to CPG's management team to illustrate how this initiative has moved the needle.

**Work Schedule**

- This will be a 10-week internship.
- The position will be remote and require approximately 20 hours per week.
- The work schedule (i.e., 2.5 full days or 5 half days) can be negotiated.

**Required Skills**

1. **Excellent written communication**
2. **Passionate about all things marketing:** writing, editing, learning, and implementing
3. **Attention to detail:** In all aspects of the work.
4. **Professionalism:** Demonstrated through behaviors that contribute to effective performance, such as:
  - Commitment and confidence
  - Responsibility and dependability
  - Honesty and ethics
  - Timeliness

**Training**

CPG will provide in-depth training at the start of employment and ongoing as needed.

**Compensation**

- \$10 per hour to be paid in one lump sum of \$2,000 upon successful completion of the internship.

**Apply**

Please email application materials to [recruiting@chinaperformancegroup.com](mailto:recruiting@chinaperformancegroup.com) with “CPG Marketing Intern” in the subject line.