

Community Internship Collaboration

Spring 2018

Internship Mentor Application

Organization name	Los Alamos Flooring/ The Finishing Touch
Mentor/Contact name	Julio Gaytan
Address	174 Central Park Square
Phone number	505-662-3388
E-mail address	jgaytan600@gmail.com
Organization website	http://www.tftlosalamos.com
Describe your organization	Home design store that specializes in the sale of retail flooring and window coverings.
Internship title	Marketing Intern
Specific days/hours (if applicable)	open
What will the student learn from the internship?	The Finishing Touch has recently rebranded in the change of ownership. The student will learn what it takes to rebrand a store that has had no name change, but a change in the appearance of the logo.
What does your business need that a student intern can impact?	The ideal student has an open mind and willingness to learn. We also would prefer a student with service orientated ideals.
What project(s) will the intern work on?	The intern will work on a rebranding campaign that includes, but is not limited to creating ads for the weekly newspaper and monthly magazine, writing awareness articles, and social media posts. All parts of the campaign will be developed in a scheduled format.
What skills, ability or education level is required for this internship?	Basic marketing and social media experience.
What is the final product the student produce?	Re-Branding Campaign
How would you describe the primary purpose of this project? (Select one)	Marketing/Communications;
Any additional information you would like to share?	N/A