Albion College

CARL A. GERSTACKER INSTITUTE FOR BUSINESS AND MANAGEMENT

Employer Internship Information

Application Deadline: April 27, 2012

Application Process: ☐ **Online**_____

☐ **Directly to:**_____

☑ **Through the Gerstacker Institute**

Company Name: Aloe Baby, LLC (aloe-baby.com)

Company Location: Grass Lake, MI

Contact Person: Melissa Mercer-Tachick, Ph.D.

Phone: 517.522.2212 **e-mail:** melissa@aloe-baby.com

Internship Description: Aloe Baby, LLC is a high growth company founded in December 2011 with one product line already at market, two more under development, and at least three more planned. We work in natural/organic skin care and baby products, and we are passionate about ecological and social responsibility as a part of our corporate ethos. Our ideal intern would be equally passionate about the power of social networking in marketing and establishing genuine relationships with consumers and have an interest in the natural products industry. She/he will create and implement the beginning of a 2-year social marketing campaign aimed at our core audience for Tender Defender--female caretakers of babies. She/he will also extend our knowledge about buyers in new markets and formulate and begin a 4-year marketing campaign aimed at these audiences. Finally, she/he will assist in coordinating market testing, formulation testing, brand identity development, and/or survey analysis and other tasks as her/his interests/skills allow. This is a rare ground-floor opportunity!

Start Date: May 14, 2012 **End Date:** August 10, 2012

Information Required for Application (Check all that apply):

☑ **Resume** ☑ **Cover Letter** ☑ **References** ☑ **G.P.A.** ☑ **Other** (Unofficial) Transcript

Hours/week: 40

Pay Rate: -0-

Notes: We regard internships as an opportunity for ALL parties to learn from one another, and we would ideally form lifelong professional relationships that benefit both the intern and our company. Aloe Baby, LLC is positioned to have significant market share in the natural skin care market within the next 3-5 years, and we may be seeking to hire within 2-3 years.

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