

Alumni Mentored Internships

IE 399 Summer Practice Project Proposal Form

Alumni Information

Name: Özge Yılmaz
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Company: Artisan Grup
Position: Founder

Project Title: ennfluencer.com

Planned Start Date: June 2020

Planned End Date: Sept 2020

Project Overview:

Ennfluencer.com is a marketplace that micro-influencers meet with brands and propose their social media contents by applying brands' campaign. Approved contents by the brands get paid and publish immediately. The platform which is the first of its kind in Turkey is multibillion dollar business in USA and Europe. We are planing to launch our ennfluencer.com on 20th of June. Now we are working hard on the launching process of our website & app. So that it will be successful as like its version in USA and Europe. The Intern we are looking for with the below abilities should be the one that help us on this launching process.

The intended position requires:

- Orientation to details
- Interest to entrepreneurship
- Enthusiasm to learn digital marketing
- Social media passion

The position enables the intern:

- To closely work with the founding team on the launch of the site/app
- To learn digital marketing plans
- To make initial sales deck and promote the app

Proposed Project Information

- Launch planning and executions

- Digital marketing of new app&site

- Communication with the brands to promote and sell our product