

Social Media Internship

If interested, please send your resume, cover letter or relevant previous work to interns@brenthull.com!

General Responsibilities

- Assist with content publishing across **YouTube, Instagram, LinkedIn, Pinterest, and Facebook Reels**.
- Maintain a **consistent posting schedule** for both the company brand and the founder's personal brand.
- Ensure content aligns with the brand's **luxury aesthetic**, tone, and visual identity.
- Work with leadership to plan **monthly content calendars**, content buckets, and campaigns.
- Monitor platform activity, track engagement, and identify growth opportunities.

Content Creation & Publishing

- Draft high-quality **captions** and **titles**. (Instagram; YouTube; Pinterest pin descriptions).
- Optimize hashtags, tags, geotags, and keyword-driven metadata for reach and discoverability.
- Upload and format content to each platform, ensuring correct sizing, cropping, and cover image selection.
- Assist in **repurposing long-form YouTube videos into Shorts/Reels**.

Platform Knowledge & Optimization

- Understand Instagram features (Reels, Stories, Carousels, Lives), YouTube features (Shorts, Community posts, Playlists), and Facebook Reels mechanics.
- Manage backend elements: keyword optimization, alt-text, thumbnail strategy, chapters/timestamps, end screens, tags, and cross-posting.
- Monitor analytics and report trends weekly.
- Stay informed on algorithm shifts, industry best practices, and trending formats.
- Not required, but preferred: Proficient in **Adobe Creative Suite** (Photoshop, Illustrator, InDesign, Premiere).

Brand Management & Aesthetic

- Maintain consistent brand tone, voice, and luxury-level presentation across all platforms.
- Help build and refine the **brand mood board**, style references, and visual guidelines.
- Ensure deliverables match the founder's established personal brand presence.

Organizational & Administrative

- Manage the content calendar using tools like Notion, Asana, Trello, or Google Workspace.
- Organize content libraries (photo, video, graphics).
- Coordinate with photographers, videographers, and outside collaborators when needed.

Extra Points

- You have a unique interest in these industries: Luxury Custom Home, Historical Restoration, and Millwork.
- You appreciate craftsmanship, historical precedent, and doing things the right way.
- You're a life-long learner, eager to think outside of the box for creative solutions, and not afraid of the odd job or wearing multiple hats.