

MangoLife Marketing & Content Creator Intern

Location: Remote / Leon, Gto. Mexico

Internship length: 4 months

Internship start date: ASAP

Summary

[MangoLife](#) is an insurtech startup looking for an intern to support our growing business needs. MangoLife has created a digital platform that makes it easy for Mexicans who have never purchased insurance products to finally do so in a simple and approachable way, thereby delivering financial stability, reducing anxiety, and enabling more balanced risk-taking.

The goal of this internship is to fill gaps in marketing and content creation and better prepare you for a future career in growth hacking, digital and content marketing, as well as PR and performance marketing. As an intern, you will work within a multidisciplinary team experienced in e-commerce, inbound marketing, content creation and software development. You will be broadly involved in all aspects of the marketing strategy. However, your specific role will be focused on generating content that feeds MangoLife's marketing inbound strategy. You will create pieces of original content in various formats to achieve greater conversion of visitors to prospects and from prospects to clients. MangoLife is dedicated to developing successful leaders, and we strive to make this internship as realistic and informative as possible.

Job Duties and Responsibilities

- Written content creation within the the MangoLife blog
- Content development in video format (simplified editing) to be distributed organically through our social media and/or blog
- Nurturing of main social networks of MangoLife: Facebook, Instagram, and LinkedIn
- Design and creation of "hook pieces" that allow prospective clients to go from a discovery phase to a consideration phase. Said pieces could be downloadable guides, excel templates, video-series, or any other format that might add a unique value to Mango Life's prospective customers in their journey to becoming a client.

Qualifications and Skills

- Outstanding grammar and spelling in Spanish
- Proficiency in Microsoft Office and other office tools such as Slack
- Ability to work independently and remotely, i.e. have a laptop and a quiet space
- Website administration (WordPress or similar) is a plus
- Photography or video and image editing is a plus