



Business Operations & Marketing Intern

Location: In-Office (La Porte, IN)

Commitment: Part-Time | 10-20 hours per week

About Sera Group

Sera Group is an award-winning marketing agency specializing in website design, digital advertising, SEO, and branding for small businesses. We're looking for a detail-oriented, analytical, and proactive Business Operations & Marketing Intern to help improve internal processes and contribute to client marketing performance.

This role blends business operations with hands-on marketing experience, offering exposure to both internal efficiencies and external client success.

What You'll Be Doing

- **Optimize Internal Organization:** Improve how we manage files, folders, and client data.
- **Build and Maintain Reports:** Track client performance, marketing campaign effectiveness, and internal workflows using spreadsheets and reporting tools.
- **Conduct Industry Research:** Analyze trends, competitor strategies, and marketing best practices, turning insights into actionable recommendations.
- **Participate in Strategy Meetings:** Provide thoughtful contributions based on data and marketing fundamentals.
- **Measure and Report Outcomes:** Assess internal projects and client campaigns against key performance metrics.
- **Take Detailed Meeting Notes:** Summarize key action items and facilitate follow-ups.
- **Identify Process Improvements:** Propose ideas to enhance agency efficiency and client results.
- **Manage Special Projects:** Handle assigned tasks from agency leadership, demonstrating adaptability and independent problem-solving.

Qualifications We're Looking For

- Currently pursuing a degree in Marketing, Business Administration, Communications, Information Systems, or a related field.
- **Junior or senior undergraduate** students preferred, but all qualified applicants will be considered.
- Strong organizational skills with exceptional attention to detail.

- Analytical mindset with the ability to interpret and clearly communicate data insights.
- Solid understanding of marketing principles, with eagerness to apply them in real-world situations.
- Excellent written and verbal communication skills, with the ability to actively engage in team discussions.
- Proactive, self-motivated, and capable of handling multiple priorities simultaneously.
- Comfortable using digital productivity tools and quickly learning new software.

Internship Duration + Schedule

- **Duration:** One academic semester, with potential for extension based on performance.
- **Work Schedule:** 10-20 hours per week, with in-office flexibility.

Why Join Sera Group?

- **Hands-on Experience:** Work at a local award-winning agency and contribute to real marketing projects.
- **Make an Impact:** Play a key role in improving operational efficiency and driving marketing success for local clients.
- **Direct Mentorship:** Collaborate with leadership and gain insights into strategic marketing decision-making.
- **Professional Growth:** Earn college credit and competitive compensation while sharpening your skills.
- **Future Opportunities:** Strong performance may lead to extended internships or full-time roles.