



Intern Job Description & Expectations – Creative Strategy & Marketing Support Intern

Position: Creative Strategy & Marketing Support Intern

Commitment: Part-time internship, flexible hours, approximately 3-5 hours per week

Location: Fully Remote

Internship Period: Dates TBD

This internship is structured to meet applicable Cal Poly internship requirements, subject to approval by the student's academic department.

About The Ullman Group

The Ullman Group specializes in luxury real estate with an emphasis on vineyards, ranches, equestrian estates, and Central Coast lifestyle branding. Our team blends market expertise with creative storytelling to grow community presence and deliver meaningful content across platforms.

Role Overview

As a Creative Strategy & Marketing Support Intern, you will assist our team by sourcing visual assets, developing short-form content, and helping maintain a consistent pipeline of post-ready material. This role offers hands-on experience in content creation, digital marketing, branding, and luxury real estate marketing. You will work under the guidance of the Intern Supervisor while collaborating on content that supports the Ullman Group brand across social media platforms.

Responsibilities

Communication & Collaboration

- Communicate weekly with Finn Schroder for assignments, check-ins, and progress updates.
- Submit all content ideas, sourced media, and drafts for review via the company Canva account.
- Receive and apply feedback professionally.

Content Creation & Sourcing

- Source high-quality photos and videos that align with the Ullman Group brand.
- Create and edit short-form content for TikTok and other social platforms.
- Research relevant trends, sounds, and content opportunities.
- Organize approved content in a shared library for future use.



Brand & Content Research

- Monitoring relevant luxury real estate, ranch, equestrian, and lifestyle accounts for inspiration.
- Identify seasonal topics, events, and visual themes that may support future content.
- Maintain the assigned Canva folder and keep content ideas, assets, and drafts organized.

General Expectations

- Work independently and manage weekly hours responsibly.
- Communicate proactively if questions or challenges arise.
- Meet deadlines and keep content organized.
- Bring creativity, initiative, and fresh ideas to the role.
- Uphold professionalism in all communication and work.

To apply, please complete the application form using the link below:

<https://forms.gle/PqsE4XgqYUmoJsQK7>



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