

# MARKETING & DIGITAL VIDEO INTERN

NEW YORK CITY, NY | IN-PERSON & REMOTE

**Length:** Spring and/or Summer 2024 (with the possibility for advancement and additional time/opportunities)

**Location:** In-Person & Remote - part time - 10hrs/wk minimum - flexible hours

To be eligible to participate in the internship program, you must be:

- an active student participating in an undergraduate program receiving course credit;
- an active student participating in a graduate program; or
- a recent graduate within 6 years of graduation

*This position is unpaid, but you will receive college/educational credits for your work, if needed. **This internship will be a mentorship program where you will work with and get direct advisement from the founder of TASTE.***

## **About TASTE:**

An internationally award-winning food documentary series. We film the uncovered, true stories about food entrepreneurs worldwide.

Our TASTE documentary films include dictator-fighting restaurateurs in Myanmar, Michelin-starred chefs in Europe, snail farmers in Vienna, hunters in Borneo jungles, cricket farmers in Thailand, Jewish bakers fighting anti-Semitism in Budapest, former felons-turned-fine dining chefs, and many more.

TASTE is a short-form documentary series that brings people together through two of the world's most unifying forces: food and stories.

TASTE reveals the undiscovered stories of struggle, risk and reward behind our food.

To date, we've filmed 70 documentary short films across 30 countries worldwide in Asia, Europe and the Americas—from Bhutan to Budapest to Brooklyn.

The yet-to-be released series has earned 45 international film festival nominations and awards on its pilot episodes thus far and has been featured in international press such as Food & Wine Magazine, Edible, Huffington Post, PBS and more.

WEBSITE: <http://www.tastewithkevin.com/>

TRAILER: <https://youtu.be/AgB5XeyHpM4>

SNEAK PREVIEW EPISODE ON AMAZON PRIME: <https://amzn.to/2lisOrL>

INSTAGRAM: <https://www.instagram.com/tastewithkevin/>

### **About the Marketing & Digital Video Intern Role:**

As a Marketing & Digital Video Intern, you will create and edit <1 minute trailer & teaser videos for YouTube, Instagram, Twitter, Facebook and TikTok.

Examples:

<https://www.facebook.com/watch/?v=267254664380530>

<https://www.instagram.com/p/CFkih5ZBetw/>

<https://www.instagram.com/p/CBOo6PajAl7/>

<https://www.instagram.com/p/CA6Ao2rDO0s/>

[instagram.com/p/CCWku4PBqJr/](https://www.instagram.com/p/CCWku4PBqJr/)

<https://www.tiktok.com/@tastewithkevin/video/6813077757447146758>

<https://www.instagram.com/reel/CHwBmcMhB0N/>

<https://www.instagram.com/p/CFsoGwNhQdF/>

More examples can be found on the TASTE Instagram & TikTok accounts: @tastewithkevin

This will include editing trailer & teaser videos from original TASTE motion picture works (i.e. short films, episodes and full-length YouTube videos)

This also includes creating multiple formats of the same teaser/trailer video for different social media platforms (i.e. 1:1, 16:9, 9:16, 4:5 aspect ratios; burned-in subtitles, thumbnail images);

An intern will most frequently be creating <1 minute teasers in the 1:1 square aspect ratio using burned-in subtitles and add an aesthetically appealing thumbnail image placed at the beginning of each teaser.

We have the footage: from exotic locations to exquisite food to engaging stories. You have the basic video editing skills: Premiere Pro or DaVinci Resolve or Final Cut Pro or Avid or even iMovie.

If chosen for this role, your trailers & teasers will be, arguably, just as important as the original TASTE motion picture works themselves because, like all trailers, more people will view your work than the full film. Your work will have a direct impact on the company's growth.

Preferred experience and additional possible duties: research and outreach to press, culinary institutions, influencers and (potential) fans.

Creating teaser content for TASTE is important for a number of reasons:

1) TASTE teaser videos are a very important promotional tool for TASTE and likely the first impression many viewers will have of the TASTE series and our films/episodes. Just like a Hollywood movie's teaser trailers, official trailers and social media/TV spots, more people will likely watch our TASTE teaser videos than will actually watch our full films. Therefore, we need to make sure that just as much attention is paid to our TASTE teasers as is paid to the full episodes and films themselves.

2) In this new social media landscape where attention spans are shrinking, being able to convey a story, interesting idea or compelling narrative in less than a minute (or even just 5 seconds) is key to becoming a better 21st century filmmaker and editor. All of your teasers will be one minute or less, so let's make the most of it!

3) creating teasers is an important way to master the different export formats and aspect ratios for 21st century editing.

### **Sample Tasks & Qualifications:**

- Quality control all incoming and outgoing film, video, audio assets and exports - making sure that there are no misspellings in the subtitles nor errors in the exported videos.

- Identify and troubleshoot technical problems independently

- Experience and knowledge of editing programs - can range from basic editing software such as iMovie to professional NLEs such as Adobe Premiere Pro, DaVinci Resolve, Avid, Final Cut Pro, etc.

- Applicants should have a high attention to detail and be organized, motivated, and self-directed (this is essential!)
- Value doers over talkers - an applicant with aesthetic sensibilities & grit.
- Accountable and eager to learn, grow and create with a fast-moving team.
- An understanding that the filmmaking process is a team sport that takes time & dedication.
- Experience importing, stitching and editing 360 VR videos shot on a Samsung Gear 360 is not essential, but it is a plus and another way this role can grow into more opportunities.

**Flexible location and times.** This is a hybrid in-person and remote position. The entire internship will be done with flexible deadlines and work hours that will fit within your schedule. As long as an intern is making progress on his/her projects and putting in 100% effort, then we will make sure that project work hours and deadlines will be flexible according to the intern's schedule.

**IMPORTANT:**

**In order for your application to be read and considered, it is required to fill out this form:** <https://bit.ly/3fz4rh7>

**All applicants who fail to fill out this form will NOT proceed to the interview selection round.**

Unfortunately, due to the volume of applications we receive, we aren't able to contact all candidates who apply, but if you are invited for an interview, you will generally be contacted within 4 weeks of submitting your application.

Thank you for your interest in working with us. Good luck!