



POSITION AVAILABLE: Sales & Marketing Internship

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Who We Are?

[Focus USA](#), a woman-owned WBENC certified company, is a leading provider of Direct Marketing Solutions with a proven track record of 20+ years. We are a long standing member of the [Direct Marketing Association](#). We are located in Paramus, NJ. Focus USA assists companies by utilizing our premium marketing data that drives sales and fuels their business success. By leveraging our extensive marketing database, marketers use our premium consumer & business marketing data to deliver the right message, to the right audience, at the right time.

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Focus USA's services include:

- Direct Mail
 - Targeted Email Campaigns (Email Marketing)
 - Multi-Channel/Digital
 - Programmatic Media
 - Media Mix Optimization
 - Customer Insight
 - Predictive Modeling
 - Data Install
 - Customer Hygiene/ECO
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We are offering a **Paid Internship** working directly with our sales team for **10-20 hours** a week (flexible). The right candidate could be offered a full-time position at the end of the internship!



Responsibilities would include but are not limited to:

- Prospecting support on behalf of Focus USA Sales team
- Lead Generation — attract the attention of the potential customers (Focus product offerings)
- Build product and services knowledge; become an expert product sales representative!
- Observe sales calls with VP of Sales and Director of Business Development
- Assist in preparing new campaign strategies', email, and outbound cold calling
- Provide support with social media efforts
- Practices sales process by calling on existing and then new accounts; adhering to established sales steps
- Performing market analysis and research on competition
- Supporting the sales and marketing team in daily tasks
- Sells Focus USA suite of targeted Solutions
- Manage, record and update company database and customer relationship management systems (CRM)
- Assist in marketing and advertising promotional activities (e.g. social media, email marketing)
- Prepare promotional presentations
- Assist with updating company database and customer relationship management systems (CRM)

Requirements:

- Marketing/Sales Majors
- Not adverse to prospecting (via email & phone)
- Strong desire to learn along with professional drive
- Solid understanding of different marketing techniques
- Strong verbal and written skills
- Work effectively under pressure and maintain a positive attitude
- Capable of multi-tasking, prioritizing, and managing time efficiently
- Excellent follow-up skills
- Proficient in Salesforce (preferred)
- Self-motivated and confident
- Positive, enthusiastic, persuasive and professional
- Team player
- Engaging Personality
- Extensive knowledge of Web and social media

To Apply:

Submit resume to: careers@focus-usa-1.com – Subject: Marketing & Sales Internship

95 North State Route 17, Suite 103, Paramus, NJ 07652-2648 – Tel: (201) 489-2525 – Fax: (201) 489-4499

E-mail: info@focus-usa-1.com • website: www.focus-usa-1.com

Focus USA Is A Diversity Company