

## Summer Internship Position

My Conscience, My Choice LLC  
Hoboken, NJ  
Contact: Founder, Dory Kurowski  
[dory@myconsciencemychoice.com](mailto:dory@myconsciencemychoice.com)  
917.769.8749

### **Title: Social Media Relations & Promotional Outreach Coordinator**

Description: Unique start-up My Conscience, My Choice has a website and app making it easier to purchase cruelty-free and eco-friendly products. My Conscience, My Choice does the legwork for the average consumer to swap out big brand products for high-performing, more sustainable ones. The Company's CHOICE app is the first of its kind to take into account performance to recommend specific products that are first vetted to be eco-friendly and cruelty-free based on exhaustive cross-research. The app allows the user to search, browse or scan a "bad" product; the app then recognizes the specific product or product category and recommends a specific "best-in-class" sustainable alternative that can be purchased immediately via the app, or when convenient at a list of nearby local retailers. The Company also has a marketing product called "The Network" which connects pioneering brands with each other and retailers, as facilitated by the founder, Dory Kurowski.

Qualifications: Proficient in social media, media relations; skilled and influential writer, highly articulate and analytical and enjoys cross searching and competitive intelligence

#### Responsibilities:

- Set up iTunes link on Facebook so users can download the app. Promote its download on FB, twitter and in various newsfeeds.
- Set up and continuously review custom Feedly for posting opportunities as outlined by founder (HuffPo Green, The Optimist, Earth911, MindBodyGreen, EcoWatch, TreeHugger, etc.); Post to FB, Twitter as requested.
- Execute outreach for cross promotion program to prominent Green/Green Beauty bloggers: email, follow up, log status
- Build out Pintrest Board

Location: mainly virtual; with possible meetings in Hoboken and/or Manhattan per the founder.

Compensation/Hrs: \$15/hour/ 10 hours per week (flexible as to when); June and July

Keywords: app, sustainability, eco-consciousness, animal advocacy, start-up, lifestyle and wellness, consumer choice

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### **Title: Data Coordinator**

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Qualifications: Highly meticulous, detail-oriented, familiar/proficient in Word Press and ideally also familiar with coding language

### Responsibilities:

- Make various edits in the back end of Word Press which will appear on the My Conscience, My Choice website and/or CHOICE app
- Update or supplement any missing data in the app via Word Press
- Enter new products and associated alternatives with associated metadata

Location: mainly virtual; with possible meetings in Hoboken and/or Manhattan per the founder.

Compensation/Hrs: \$20/hour; flexible hours June and/or July

Keywords: app, sustainability, eco-consciousness, animal advocacy, start-up, lifestyle and wellness, consumer choice