



# Revising and Creating Marketing Materials for Business Optimization Programs

Project Title	Revising and Creating Marketing Materials for Business Optimization Programs
Project Summary	This project is being conducted in Federal Student Aid’s (FSA) Office of Business Optimization. The Office of Business Optimization is responsible for development and recommendation of strategies to facilitate employee engagement, culture change and increased accountability and productivity.
Country	United States
Agency	Education Department
DoS Office	N/A
Post	N/A
Section	N/A
Number of Interns	1

## Project Description

This intern will receive a listing of existing Business Optimization brand examples. The intern will receive guidance about needed modifications and new content. The intern will work independently to revise existing materials and/or create samples of logos/brands and templates and develop a method to test the brands for audience appeal. The intern may conduct benchmarking/ best practice research regarding communications and marketing materials. The intern will work collaboratively with small teams when receiving information and feedback and when presenting samples.

## Desired Skills Interests

### Skill

Graphic design

Ability to work independently and to seek, give and receive feedback

Ability to convert graphics to reusable, editable formats that are compatible with with standard Microsoft Office suite

## **Additional Information**

You will be working with a small team, though mostly independently.

## **Language Requirements**

*None*