

PenGame Publishing Winter Internship Program

12 Interns | 8 Weeks | Immersive Tech + Media

Overview

Duration: 8 Weeks

Team Size: 12 Interns

Focus Areas:

- Content Creation & Editorial
- Graphic Design & Multimedia
- Public Relations & Media Outreach
- Social Media & Digital Marketing
- Research & Development
- Business Development & Sales

Week 1: Onboarding & Orientation

- Orientation session, brand briefing, intern teams assigned
- Tools setup: Trello, Notion, Slack
- Image: Snowy virtual office, sticky notes, brand board
- Video: Welcome Reel with logo animation

Week 2: Brand Audit & Strategy

- Social audits, competitor benchmarking, pitch 3 content strategies
- Image: Competitor comparison graphics, social growth charts
- Video: Animated brand insights comparison

Week 3: Content Production Push

- Batch content: Blogs, visuals, captions, AR flyers
- Image: AR book cover mockups, snowy PenGame characters
- Video: Winter carousel video with PenGame quotes

Week 4: PR & Outreach Launch

- Press releases, media outreach, 1-week campaign
- Image: PR kit layout, media flyer designs
- Video: Interview-style promo explaining PenGame

Week 5: Check-in & Pivot

- Midpoint review, analytics, strategy adjustments
- Image: Data snapshots, strategy boards
- Video: Animated graphs with intern commentary

Week 6: AR/VR Sprint

- Create AR demo content, QR code integration
- Image: Hue in AR, interactive coloring pages
- Video: AR demo walkthrough with narration

Week 7: Sales & Partnerships

- Sales funnel, CRM outreach, pitch deck
- Image: Product suite infographic, pitch visuals
- Video: PenGame 60-sec investor promo

Week 8: Showcase & Legacy

- Final presentation, SOPs, content scheduled
- Image: Winter intern group photo, timeline progress
- Video: Internship sizzle reel + team feedback

Intern Roles by Team

Content & Editorial: Writers, AR content creators — Articles, AR blogs

Graphic Design & Multimedia: Designers, DALL-E/MidJourney Artists — Covers, mockups

Public Relations & Media: PR writers, outreach leads — Press kits, media decks

Social Media: Strategists, editors — Reels, promos, calendar posts

Research & Development: Trend analysts, tool testers — Reports, experiments

Sales & Biz Dev: CRM builders, deck creators — Funnels, outreach materials

Tools to Use

Project Management: Notion, Trello, Slack

Creation: Canva, Adobe Express, ChatGPT, DALL-E, MidJourney

Video: CapCut, Premiere Rush, Runway ML

Social: Buffer, Meta Suite

Analytics: Meta Insights, Google Analytics

AR/VR: Adobe Aero, Zappar, Artivive