

Southwest Beverages

Computer Science Intern-Fall 2015 Semester Assignment Description & Responsibilities

Headquartered in Tucson, Arizona, Southwest Beverages is a manufacturer and marketer of two brands of premium quality dry mix beverages - Sippity® hot cocoa mix and Kemosabe® gourmet flavored coffee. Each of our brands offer a wonderful selection of delicious gourmet flavors that have been scientifically designed and uniquely blended into a dry mix form that contains all the ingredients necessary for you to enjoy the ultimate hot beverage experience.

Website: www.southwestbeverages.com
Blog Site: www.AmericasBestGourmetCoffeeAndHotChocolate.com
Facebook: www.Facebook.com/southwestbeverages
Twitter: www.Twitter.com/swbeverages

Assignment Description

Excellent opportunity for intern to become affiliated with America's next great beverage company. With the emphasis on learning, you literally will be using your creative and technical computer science skills on a number of ground level projects and routine maintenance functions that will be highly visible to the public, in general, and the beverage community, in particular.

Assignment Responsibilities

- Project: Analyze website for SEO maximization; make changes as required.
- Project: Create landing pages for brands Sippity, Kemosabe and Fundraising.
- Project: Create and post revolving seasonal images to website and social sites.
- Project: Set up and maintain clothing section on website.
- Project: Set up and maintain PR section on website.
- Project: Establish links between all sections of website.
- Project: Set up commercial accounts ordering section on website.
- Project: Set up commercial fundraising channel on website.
- Project: Design and create mobile app for website.
- Increase listing on search engines.
- Post to website event promotions announcements-Black Friday, Cyber Monday.
- Re-organize and maintain E-Book of Food & Beverages Recipes.
- Customize fundraising order form for fundraising events.
- Post blogger stories and PR on social media sites.
- Post flavor of the month promotion on website.
- Maintain and post changes to website as required.
- Implement intern suggestions.
- Learn and have fun.