



# V-Rise

## Content Creator Internship Program

*For High School Students • Grades 9-12*

### Welcome

You're joining V-Rise as a Content Creator Intern. Your mission: create authentic, engaging content that speaks to families who record everything—tournaments, recitals, practices, lessons. You know the drill: hours of footage, phones running out of space, and no easy way to find that one moment you're looking for.

This is a real internship where you'll learn social media marketing, digital advertising, and professional AI tools. The content you create will reach real audiences—some on V-Rise's social accounts, and some as paid ads across YouTube, TikTok, and other platforms.

### Why This Internship?

AI is changing every career—engineering, medicine, law, business, and yes, marketing too. What won't change is the need to understand people: what they want, how they think, what makes them act. This internship teaches that foundation.

### Skills That Compound

Whether you end up in tech, business, healthcare, or something else entirely, knowing how to communicate ideas, connect with audiences, and measure what works are skills you'll use forever. They make everything else you do more effective.

### AI Works For You, Not Instead of You

In this program, you'll use AI tools like ChatGPT, Claude, CapCut, and Canva—not to replace your thinking, but to accelerate it. The human judgment stays with you: knowing what's funny, what's authentic, what will resonate with your audience. AI can help draft and edit, but it can't replace your lived experience or your creative instincts.

## Your Experience Is Irreplaceable

No AI model has spent weekends at tournaments, watched a parent panic over phone storage, or knows what sports and music families actually find funny. You do. That's your edge—and it's exactly what makes this work.

## Who Thrives in This Program

You don't need marketing experience—we'll teach you that. But you might be a great fit if you:

- **Are curious about how things work** — why some posts go viral, why some ads flop, what makes people click
- **Already spend time on social media** — you know what feels authentic vs. forced
- **Like making things** — videos, graphics, writing, memes, whatever
- **Can run with an idea** — you don't need step-by-step instructions for everything
- **Take feedback well** — your first draft won't be your best, and that's okay

*Bonus if you've ever made a TikTok, edited a video, or written something just for fun.*

## Program Overview

<b>Team Size</b>	5-6 interns working collaboratively
<b>Time Commitment</b>	1-2 hours per week (flexible around school and training)
<b>Check-ins</b>	Weekly 30-minute team call with your coach
<b>Team Goal</b>	4-6 pieces of content per month (shared across the team)

## Two Creative Tracks

You'll contribute to both tracks based on your interests and what the team needs each week.

### Track 1: Social Media Content

**What it is:** Organic posts on V-Rise's Instagram and TikTok accounts—content that builds community and shows what the app is about.

#### Content Themes

- **The Struggle Is Real** — Relatable humor about tournament life, storage nightmares, parents filming everything
- **Sports & Music Culture** — Inside jokes, "only we understand" moments, competition and recital day chaos
- **V-Rise in Action** — Casual demos, before/after of organized videos
- **Behind the Scenes** — What it's like being a teen intern at a startup

### Track 2: Digital Ad Creative

**What it is:** Video and copy for paid advertising campaigns on YouTube, TikTok, Facebook, and other platforms. You create the content; Richard handles the ad setup and budget.

## What You'll Create

- **Short video ads** — 15-30 second spots designed to stop the scroll
- **Ad copy** — Headlines, hooks, and calls-to-action
- **A/B variations** — Multiple versions of the same concept to test what works
- **Competitor research** — Analyze what other apps do well (and not so well)

## What You'll Learn

You'll see how real ad campaigns work—targeting, budgets, and results—without being responsible for the money. Richard will share performance data so you can learn what makes ads succeed or fail.

## Launch Project: App Store Custom Pages

Your first team project has real stakes: creating custom App Store landing pages for different audiences.

### Why This Matters

The App Store lets us show different screenshots and messaging to different people. A fitness enthusiast searching "workout form checker" should see different content than a piano parent searching "music practice app." Your job is to figure out what each audience cares about and create pages that speak to them.

### The Assignment

Each intern owns one audience:

Intern	Audience	Key Question
A	Fitness enthusiasts	What do gym-goers want from a form-check app?
B	Piano/music learners	What frustrates music parents about practice videos?
C	Sports parents	What's universal about sports family video chaos?
D	Storage/utility users	Who downloads apps just to free up phone space?

### What You'll Deliver

- **Audience research** — Who are they, what do they care about
- **Promotional text** — 170 characters max
- **Screenshot concepts** — What should each image show
- **Headline text** — For each screenshot

### Skills You'll Learn

- **Audience segmentation** — Same product, different messages
- **Constraint-based writing** — Saying more with fewer words
- **Research skills** — Understanding people you're not

## A Note About Being On Camera

Not all content requires showing your face. There are many ways to contribute:

Comfort Level	Content Options
No face on camera	Screen recordings, phone storage screenshots, hands-only shots, voiceover with B-roll, text-overlay videos, graphics
Partial/anonymous	Back of head, silhouettes, tournament venue atmosphere shots
On camera (you only)	Talking head videos, skits, reactions—fully your choice

*We'll discuss your comfort level during onboarding. No one is required to appear on camera, and you should never film others (including family) without their permission.*

## AI Tools You'll Use

AI is your brainstorming partner, not your replacement. Use it to get started, then add your own voice.

### ChatGPT or Claude

- Brainstorm content and ad ideas
- Draft scripts, captions, and ad copy
- Analyze what worked and why

### CapCut

- Auto-captions, trending templates, easy editing

### Canva

- Graphics, carousels, thumbnails, ad images

## How to Prompt AI Effectively

1. **Be specific.** "Give me 5 TikTok ad concepts about phone storage running out during tournaments"
2. **Give context.** "I'm creating a 15-second YouTube ad for sports parents"
3. **Ask for options.** "Give me 3 different hooks" is better than "write me a hook"
4. **Iterate.** "Make it funnier" or "try a more urgent tone"

## Your First Assignment

**Due by your first weekly check-in.** Work together as a team.

5. **Brainstorm 20+ content ideas** using AI to help—include both social media posts and ad concepts.

6. **As a group, pick your top 3 social media ideas and top 3 ad concepts.**
7. **Create one piece of content** (can be a social post or an ad draft).
8. **Be ready to share** what you learned and what you'd do differently.

## Guidelines

### Do

- Be authentic—your real perspective is what makes this work
- Use AI as a starting point, then add your own voice
- Keep content positive and fun
- Communicate with your team—a group chat goes a long way
- Ask questions when you're stuck

### Don't

- Post anything negative about specific people, clubs, or competitors
- Share personal information (school name, address, etc.)
- Film other people without their permission
- Copy-paste AI text without making it your own
- Make claims about the app that aren't true

## What You'll Gain

- Real-world experience in social media and digital advertising
- Professional skills with AI tools that apply to many careers
- Understanding of what makes marketing succeed or fail—backed by real data
- Mentorship and feedback from a startup founder
- Free V-Rise premium subscription
- Something meaningful for college applications and interviews

## Questions?

Reach out to Richard anytime. This program is about learning—there are no dumb questions.

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*Welcome to the team. Let's make great content together!*