

Monday, December 15, 2025

Social Media Intern Needed!

Company: Westside Pilates

Location: NY

Compensation: Pilates Classes/privates

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Michel Leroy

Internship Opportunity: Social Media & Marketing Assistant (Peekskill Pilates & Westside Pilates)

Unpaid Internship – Ideal for Academic Credit & Portfolio Building

We are seeking a highly motivated and creative Social Media Intern to take charge of the digital presence for two dynamic wellness brands: Peekskill Pilates and Westside Pilates (WSP). 3 locations in total but you do not have to be at all 3 locations but you will have access to all 3 locations for classes.

This is a unique, hands-on opportunity for a student or recent graduate to gain direct experience managing multiple brand identities within the competitive New York and Hudson Valley wellness markets. This is an unpaid internship, but we fully support seeking academic credit and offer significant professional benefits.

About Our Studios

Peekskill Pilates: A thriving, community-focused studio on the Peekskill riverfront, known for personalized wellness and a strong connection to the local community (as recently featured in the Peekskill Herald).

Westside Pilates (WSP): An established, premier studio in Long Island City and Upper West Side, known for high-level, dedicated instruction and sophisticated client training.

Key Responsibilities:

The Social Media Intern will be primarily responsible for the planning, creation, and execution of content across both studio brands' social media channels (primarily Instagram, Facebook, and potentially TikTok).

Brand Management: Develop and maintain distinct content strategies that reflect the unique voice, mission, and target audience of both the Peekskill Pilates and WSP brands.

Content Creation: Brainstorm, shoot, and edit compelling visual content (photos, short videos/Reels) to drive engagement and studio traffic.

Scheduling & Posting: Manage the content calendar and scheduling tools to ensure consistent and timely posting across all platforms.

Community Engagement: Actively monitor, respond to, and engage with followers and comments to foster positive online communities for both studios.

Performance Tracking: Analyze social media metrics (engagement, follower growth) and provide weekly performance reports to management.

What You Will Gain:

Dual Brand Experience: A valuable opportunity to build a portfolio demonstrating the ability to manage and differentiate two distinct professional brands.

Direct Mentorship: Work closely with the studio owners and management team to learn real-world business strategy, marketing, and content planning.

Networking: Opportunities to network within the NYC/LIC and Peekskill wellness and small business communities.

FREE Pilates: Complimentary access to group Pilates classes at all locations and a discount on private sessions while the internship is active.

Flexible Schedule: A flexible schedule (approximately 5-15 hours per week) that respects your academic and personal commitments.

[??] How to Apply

Please email your resume outlining your experience and explaining why this dual-brand opportunity excites you. Kindly include links to any relevant portfolio or social media pages you have previously managed to: info@westsidepilates.com

We look forward to hearing from you!

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