

Steer Elite Internship Program

Skills Assessment – Marketing Coordinator Track

Congratulations! If you are reading this, you have passed the first step of the Savvy Kickstarter Program application process! The second and final step of our application process includes the below skills assessment for the **Marketing Coordinator** track for our 2025 cohort.

DIRECTIONS:

Your team is managing the launch of a new marketing campaign for a mobile puzzle game targeting casual gamers aged 18–35. Your role is to ensure smooth cross-functional coordination, asset tracking, and documentation.

You will simulate this responsibility by:

1. Creating a project tracking board (e.g., using a free tool like Trello, Notion, or a Google Sheet) showing a timeline and status for the production of 3 key assets: a gameplay trailer, an app store banner, and a set of ad creatives for X/Instagram.
2. Writing a short project coordination report (max 2 pages) that includes:
 - A short description of the project and stakeholders.
 - A sample meeting summary or status report.
 - A section describing how you tracked asset deliveries, facilitated communication, and managed external partners.
3. Preparing a brief project library folder structure (as screenshots or docs) that demonstrates how you would organize and maintain creative assets (e.g., for versioning and handoffs).

DELIVERABLES:

You are expected to provide:

- 1 link to your project board (view-only or screenshots in PDF)
- 1 PDF (max 5Mb) of your project coordination report
- 1 PDF or image (max 5Mb) showing your proposed asset library structure

ABOVE & BEYOND (OPTIONAL):

To stand out from other applicants, you may include:

- A sample creative review checklist or stakeholder feedback log.
- A brief risk mitigation plan highlighting 2 potential challenges in coordinating creative production and how you'd address them.

WE ARE LOOKING FOR CANDIDATES ABLE TO DEMONSTRATE:

- Strong project organization and communication skills.
- Awareness of marketing campaign workflows and creative production pipelines.
- Initiative in working with multiple stakeholders and timelines.
- Clear documentation and collaboration practices.

- Passion for mobile gaming and its marketing landscape.
- Bonus: Familiarity with tools like Jira, Trello, Notion, or similar.

PROCESS:

- Submit your project board (link or screenshots), project report, and asset organization mockup as individual files or bundled in one ZIP folder.
- Upload all files to the link you were provided for the 2nd step of the application process.

DUE DATE:

Refer to instructions received by email. Any late submissions will be withdrawn.