

# Social Seafarer

## Recruitment Package

275° W

Building a stronger client & community connection, with you.



# What is Social Seafarer?

Processing metrics. Deducing data.  
Presenting quantitative results.

## It's like a calculator. For social media.

Social Seafarer is a Social tool used to **quantify** and return positive and negative comments from various social media posts.

We harness Sentiment Analysis (An AI frame) in order to sort comments into negative, positive, and neutral. We then return these results to the user through a 3 part process.

This is all done by pasting a link to a social media post into the websites search bar.

## We understand that the internet is a big place.

Our services allow companies to actively **monitor** their own social Media Impact on individual posts to quantify its reception.

We provide **real time feedback** across various platforms. (Reddit, Youtube, more to come....) that sorts the good, bad and neutral comments and presents it.

# How it works



## Web scrape/api

We analyze and begin indexing all the comments from your selected post.



## Sentiment Analysis

Python program VADER employs deductive reasoning to analyze text.



## Keyword scan

Identify keywords depending on the frequency of their appearance.



# What we can offer you.

## Tangible experience for your resume and portfolio ⚓

This project is a catalyst for your portfolio. Its the opportunity to show up to an interview with a polished product that you can show your interviewers, and tell them that **you helped build from the ground up**.

## Access to our network of connections ⚓

Join our ever expanding network of mentors, industry professionals, and fellow students. Expansion is of paramount importance with our vision and joining the team guarantees you a spot at the forefront of it.

## Opportunities to foster a diverse skillset ⚓

The enormous potential of Social Seafarer necessitates a continued dedication to expansion of every aspect of the project, front end, back end, pitching, designing. There will always be something new to learn, or opportunities to apply yourself towards.

## Our team will be there to support you at every stage. ⚓

We're committed to your success because that means our success. Join a casual and collaborative environment.

# What you can offer us.

## Passion & Commitment ⚓

We're looking for strong collaborators with a thirst to learn new skills, and capacity to dedicate themselves to tackling issues head on. We work hard as a team, and expect you to do the same. Be responsive, punctual, and don't be afraid to think outside the box!

## Willingness to learn new skills ⚓

At Social Seafarer, we're always looking for ways to further streamline the site, incorporate new features, and build a stronger foundation. Be ready to learn new languages,

## Front or back end experience ⚓

**Back end** is expected to be familiar with OpenAi, JS, Php and python.

**Front end** should be proficient with HTML/CSS, Adobe Illustrator or Figma, and good understanding of design principles (Typology, Color Theory ect..)

## Flexible time schedule ⚓

Keep a flexible time schedule. Weekly or bi weekly meetings, are an expectation. We're a start up, which means nothings grounded quite yet -- we're still figuring things out.

We'd love to connect.

# Apply now

Apply at:  
[contact@socialSeafarer.com](mailto:contact@socialSeafarer.com)

## What we need from you:

Just a resume. Include any relevant experience -- we're looking for soft and hard skills. Try to keep it under 2 pages.

**Successful applicants will be contacted via email.**

Should we see fit, an interview may be conducted, however given the state of our project, and small team -- this is highly unlikely.

## Our values



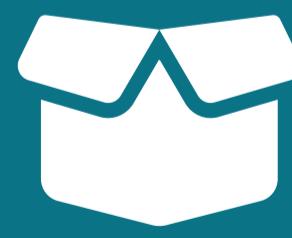
### Diversity

We recognize valuable skills can come from anywhere.



### Passion

We reward commitment and encourage innovation.  
Dream on.



### Innovation

We celebrate thinking outside the box and creative solutions.



# POSITIONS

## FRONT END

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### **MARKETING STRATEGY INTERN**

In charge of Establishing and updating social media platforms, SEO (Search engine optimization) VIA blogs, capture events (if we have them), and general overall online presence.

### **FRONTEND DEV INTERN**

Proficient in HTML & CSS, maintain and update website, email templates, and work in conjunction with back end to ensure that the website and UX/UI experience runs smoothly.

### **DESIGN INTERN**

In charge of all the Social Seafarer branding and media content, design and assets. Also in charge of user UX/UI.

## BACK END

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### **BACK END DEV**

Back end web development. Experience in databases, encryption and python web apis

### **DATA ANALYST**

Analyzes and compiles data from Social Seafarer Posts, creates a ( ) package with compiled data to send to companies and sponsors?



# HIRING TIMELINE

## INTRODUCTION

We'll reach out to you and answer any questions you may have about Social Seafarer



## REVIEW

We'll give you feedback on the task and return feedback.



## EMAIL APPLICATION

If you're interested, reach out at [contact@socialseafarer.com](mailto:contact@socialseafarer.com), and attach your resume. Express which role you're looking into and interested in.



## INITIATIVE TASK

In order to gauge your skillset, we'll send you a task relevant to your portfolio to gauge your performance.



## INDUCTION TO TEAM

Depending on how you performed on the initial task, you may receive a formal invitation to join the Social Seafarer team.





# MARKETING STRATEGY INTERN BREAKDOWN

## DESCRIPTION

Casual and easy to pick up job for any High School or first year student. We want someone dedicated and creative at creating captions and slogans.

They must be familiar with Twitter, Instagram, Reddit(?), and willing to learn LinkedIn.

## RESPONSIBILITIES

Responsible for all Social Seafarer Media Presence, posts, and coverage of updates.

Launch twitter and reddit posts to gain publicity, thinking of creative and stunning captions to captivate audience attention.

Will assist in creating blog posts to help with SEO.

## COMMITMENT

1-2 hours a week

# PITCH

## OPPORTUNITIES

You will have the opportunity to formally be the face of and represent the online presence of a start up, directing media strategy.

Along the way, you'll learn Search Engine Optimization. No prior knowledge of any front or back end is necessary, and this is a pretty comfortable position.

Can pitch yourselves in an interview: "Represented the media presence of a AI Startup, leading the strategy behind its emerging publicity"

We'll build the website, network the connections, apply for the grants, you just need to document it.

## DEMOGRAPHIC

Students going into business & marketing

## SOFT SKILLS

Communication  
Ideation  
Collaboration

## HARD SKILLS

Media Strategy  
SEO Optimization  
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# FRONT END DEVELOPER INTERN BREAKDOWN

## DESCRIPTION

In charge of website maintenance, development, and everything that pertains and correlates with the webpage of Social Seafarer.

Implements changes and updates, compatibility patches, and the structure of the email (coded in HTML & CSS) as well.

## RESPONSIBILITIES

Must be comfortable and familiar with HTML & CSS, and willing to further their understanding of the framework. Java is a bonus, but not necessary.

We currently used VSC, and have not migrated to REACT yet.

## COMMITMENT

1-2 hours a week

# PITCH

## OPPORTUNITIES

An excellent opportunity for any first year designer or major who specializes in web development looking to get their hands on project experience without having to worry about the back end or design components.

Can pitch yourselves in an interview as: "created an interactive and fully functional website as the face of an AI startup, building bridges between the front and back end"

We already have a functioning website, you would mostly be in charge of maintenance, updates, and implementing small tweaks.

## DEMOGRAPHIC

Students going into UX/UI, Design students, CS/Engineering students with a thirst for Front end experience.

## SOFT SKILLS

Communication  
Problem solving  
Intuition

## HARD SKILLS

HTML/CSS  
Web development  
Front end experience  
UX



# DESIGN INTERN BREAKDOWN

## DESCRIPTION

Creates assets to represent Social Seafarer on media, website, and any other external outreach. This includes but is not limited to: Posts, Business cards, Branding books, Logos.

## RESPONSIBILITIES

Understanding of FIGMA is a must, if you are willing to learn it that's alright.

Good understanding of Adobe Suites (ILLUSTRATOR) or some other drawing or design software.

Raster (Vector) Design is preferred, but pixel is okay too.

## COMMITMENT

1-2 hours a week

# PITCH

## OPPORTUNITIES

An excellent opportunity for any aspiring designers looking into UX/UI, branding, and work for their portfolio.

We take care of all the front and back end, programming, and pitching + Networking.

Can pitch yourselves in an interview as: "Took on the lead design role for an AI startup, working alongside front end and back end developers to create a comprehensive and intuitive website design and accompanying assets."

This is an amazing opportunity for your portfolio. Working alongside small startups is exactly what coops are looking for -- and we have a deliverable product (most mock ups and projects don't extend past a prototype).

## DEMOGRAPHIC

Design students, students looking into media design, or aspiring artists looking for portfolio work.

## SOFT SKILLS

Communication  
Innovation  
Creativity

## HARD SKILLS

FIGMA  
Adobe Suites  
Design



# BACK END DEVELOPER INTERN BREAKDOWN

## DESCRIPTION

- Expand compatibility to more websites
- fix bugs and other issues that come up during development
- streamline/upscale process, transitioning from mvp to commercially viable
- eventually migrate to a python web api

## RESPONSIBILITIES

Back end web development. Experience in databases, encryption and python web apis.

## COMMITMENT

1-2 hours a week

# PITCH

## OPPORTUNITIES

An early opportunity to take part in an AI startup project. We have a dedicated front end team comprised of MultiMedia designers to take care of design, aswell as an AI trainer where we hope to develop our own AI. This is a portfolio project with relatively low entry requirements. We're extremely supportive and looking for passionate individuals to take one

## DEMOGRAPHIC

Compsci or engineering students with ambition and want to expand their portfolio and gain experience working with apis and on a team with other programmers

## SOFT SKILLS

Communication  
Resilience

## HARD SKILLS

python  
github  
importing libraries/  
apis



# DATA ANALYST INTERN BREAKDOWN

## DESCRIPTION

Analyzes and compiles data from Social Seafarer Posts, creates a data package with compiled data to send to companies and sponsors?

## RESPONSIBILITIES

Analyze and track Social Seafarer Data  
Create data and metrics for presentation packages  
Potentially create data packages for Companies and Partners

## COMMITMENT

1-2 hours a week

# PITCH

## OPPORTUNITIES

Similar to back end developers. If you enjoy tracking metrics and numbers, and are looking for an early opportunity to create data packages for real companies, alongside tangible portfolio experience, we'll help you accomplish that.

## DEMOGRAPHIC

CompSci or statistic students who want to work or gain experience in data science.

## SOFT SKILLS

Communication

## HARD SKILLS

Excel/Sheets  
Figma (we can teach you)