COMPANY OVERVIEW

Fulton & Roark is a men’s grooming company headquartered in Winston-Salem, NC. Formed by two Wake Forest MBA students in 2013, Fulton & Roark has grown from a concept to a quickly-growing startup. Our fragrances and grooming products have been featured in GQ, Fast Company, and Men’s Health and are currently available in more than 400 US retail locations. F&R plans on growing three ways: product expansion, aggressive growth of distribution, and an emphasis on e-commerce.

POSITION OVERVIEW

Our intern will be an important part of the team and will learn many facets of our business, including new product introduction, consumer communications, supply chain management, and a variety of marketing activities (product marketing, brand marketing, social media marketing, etc.). Start and completion dates are flexible, but the expectation is that the position will run the majority of the student’s summer break (10-14 weeks).

Below, are some of the major areas of learning an intern will experience. However, at F&R, we value the entrepreneurial spirit of our interns, so we are interested in working with students who have interests and ambitions beyond the work described. If you have ideas, we want to hear them.

Anticipated Project for Summer:

- Email Marketing Campaign Analysis and Design
- Investment Deck Design
- Social Media Marketing Campaign Design and Analysis
- Influencer Marketing Planning and Analysis

ABOUT FULTON & ROARK MEN’S GROOMING

Fashion-forward but business-driven, this is a small men’s grooming company bent on making a mark on the industry and having a great time doing it.

Fulton & Roark is an independent wholesaler and ecommerce retailer of high quality men’s grooming products. We are sold in over 350 retailers nationwide and available in 10 countries internationally. We’ve been featured in countless press outlets including; GQ, Fast Company, Men’s Journal, Uncrate, Gear Patrol, and Men’s Health. We are small team supporting a rapidly growing brand and looking for like-minded, hard-working individuals to join us.