



## **DIGITAL MARKETING INTERNSHIP OVERVIEW**

### **POSITION DESCRIPTION**

We are looking for a highly motivated, self-driven, detail-oriented student to become a member of the digital marketing team as an intern. As an intern, you will be included as part of the daily operations of the digital marketing department.

### **RESPONSIBILITIES**

- Assisting in keyword research for paid search campaigns
- Assisting in testing and building out paid social campaigns
- Assisting in pulling reports for vendors as well as internal teams for reporting analysis
- Assisting team as needed on various other projects

### **QUALIFICATIONS**

- Media or Marketing major
- Junior or Senior year (preferred)
- A strong confidence in Microsoft Excel and PowerPoint
- Confidence with financial mathematics and the balancing of budgets
- Ability to analyze data to develop insights and strategies for upcoming campaigns
- Professional confidentiality with client strategy and budget information
- Good verbal and written communication skills
- Ability to multitask and manage time effectively
- Ability to work both autonomously as well as a team
- Enthusiasm for the field of advertising and marketing

### **HOURS**

15 hours a week/11-14 weeks

This is an unpaid semester-long internship.

### **APPLICATION DEADLINES**

Applicants are encouraged to apply as early as possible for consideration.

### **CONTACT**

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