

Digital Marketing Data Intern

Job Description:

Assist the marketing team by collecting, analyzing, and interpreting digital campaign data to optimize marketing strategies and improve customer engagement.

Responsibilities:

- Gather and preprocess data from multiple digital marketing platforms (Google Analytics, social media, email campaigns).
- Perform data analysis to identify trends, user behavior, and campaign performance.
- Support A/B testing and report on results to refine marketing tactics.
- Create visual reports and dashboards to communicate findings.
- Collaborate with marketing and design teams to implement data-driven improvements.

Experience:

- Second year student in business, marketing, statistics, or related fields.
- Basic experience with data analysis tools and programming (Excel, Python, R, or SQL).
- Familiarity with digital marketing concepts and platforms is a plus.

Skills:

- Proficient in Excel and data visualization tools (Tableau, Power BI, or similar).
- Basic programming skills in Python or R for data analysis.
- Strong analytical and critical thinking abilities.
- Good communication skills for report writing and presentation.