

Digital/E-commerce Marketing Intern



Full-time, 6 months - \$1500/months - Miami, FL

Description of the company

A Skin care and cosmetics brand is looking for a Digital/E-commerce Marketing Intern to join their team.

Missions

- website auditing, site positioning
- Analyze the competition and develop the SEO strategy (positioning objectives, target, keywords, search engines)
- Match the content of the website with the defined strategy
- SEO referencin
- Google Analytics
- Establish SEO tracking (Traffic, ROI (return on investment) etc.)
- E-Commerce: SEO of the various sales channels
- Interested by e-commerce, its impact on social networks, you master its different uses blogs, forums, CRM

Skills

- Pursuing a Bachelors Degree in Business/Marketing preferred
- Interest in ad tech and digital media
- Detail oriented and organizational abilities
- Highly motivated, proactive, and willing to take on new challenges
- You have good knowledge of Photoshop, Wordpress and SEO techniques such as Google adwords, analytics