IBC Digital Marketing Internship

Please apply at https://www.ibcdigitalmarketing.com/careers or email your resume and link to you portfolio to megan@indbusinessconsulting.com

Job Description:

- Responsibilities
    - Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns
    - Social media content creation for clients.
    - Design, build and maintain **our** social media presence
    - Assist with measuring and reporting performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
    - Identify trends and insights, and optimize spend and performance based on the insights
    - Brainstorm new and creative growth strategies
    - Plan, execute, and measure experiments and conversion tests
    - Collaborate with internal teams to create landing pages and optimize user experience
    - Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
    - Instrument conversion points and optimize user funnels
    - Collaborate with agencies and other vendor partners
    - Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate
- Requirements
    - Going to school for BS/MS degree in marketing, advertising, or a related field
    - Up-to-date with the latest trends and best practices in online marketing and measurement
    - Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate

- Experience in optimizing landing pages and user funnels preferred
- Some knowledge of website analytics tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends) preferred
- Some knowledge of ad serving tools (e.g., DART, Atlas) preferred
- Some experience in setting up and optimizing Google Adwords campaigns preferred
- Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns
- Some knowledge of HTML, CSS, and JavaScript development and constraints preferred
- Strong analytical skills and data-driven thinking
- Work experience in digital marketing preferred