

Summer Internship!  
2018

As our **Marketing Automation Intern**, you will play an integral role in CCA's newest division, **Drive**! You will support lead generation, nurturing, email marketing, global campaigns, and customer/prospect outreach activities. You will participate in defining, creating, executing and overseeing many aspects of marketing campaigns in our marketing automation platform. This includes collaborating with clients to execute campaigns, emails, landing pages, optimizing segmentation, as well as setting up all associated workflows. You will learn about the company's marketing automation systems: maintaining, evolving and driving best practices.

#### DAY TO DAY PROJECTS:

- Support marketers in making data driven decisions using reporting and analytics to improve and report on campaign performance.
- Collaborate with Drive marketing team to on-board new users and test users of the platform.
- Oversee ongoing data support requests.
- Assist in the sourcing and building of marketing content relevant to multiple verticals (industries).
- Assist with Demand Generation program enablement, execution, and support within Salesforce.
- Support the development of best practices, governance and promotion across specific areas of responsibilities.
- Track campaign metrics.
- Build email journeys, forms, lead lists, and reports within Salesforce.
- Create, manage, QA, and execute marketing campaigns within Drive.
- Coordinate elements from multiple teams to execute on deliverables for marketing projects.
- Collaborate with the marketing team to help develop best practices with Drive on-boarding processes.
- Integrate and synchronize multiple systems and help ensure they work with marketing technology stack.
- Create data segmentation filters, groups, and distribution lists for campaigns, lead scoring, and nurture programs for prospect segmentations.

#### EXPERIENCE AND/OR SKILLS YOU HAVE A KNACK FOR:

- Excellent written and verbal communications skills are a given.
- Demonstrated problem solving, research, and analytical skills.
- Break out the planner - strong project management and organizational skills with exceptional attention to detail a must!
- Comfort using various computer applications including Microsoft Excel, Access and other applications in the Microsoft Office Suite.
- Hands on basic HTML experience.
- Basic knowledge of search engine optimization (SEO) fundamentals.
- Extra brownie points for experience with Adobe Creative Suite or understanding of digital marketing and marketing automation platforms (Salesforce, Marketo, Hubspot, Eloqua, etc.).
- Must have a "can-do" attitude – we are a fast-paced environment that requires a multi-tasking self-starter!

#### EDUCATION:

You should be currently enrolled in an accredited college or university pursuing a degree in **Marketing, Computer Science** or **Communications**.



## MARKETING AUTOMATION INTERN

 Manchester, NH

 May 21, 2018 - August 3, 2018