

CCA GLOBAL PARTNERS 2017 SUMMER INTERNSHIP MAY 22 – JULY 28



MARKETING

As our **Marketing Intern**, you will work closely with our **Carpet One Floor & Home** Marketing Team in their efforts to create integrated campaigns that engage customers in new ways, leveraging multi-channels including traditional, digital and social media.

DAY TO DAY PROJECTS:

- You'll learn how to run and use Google Analytics reporting
- You'll benchmark competition in similar categories by running reports and analytics on organic search keywords, past campaign analysis and using credit and social listening reporting
- You'll develop at least three integrated campaign ideas and develop the online content to support the execution of each

EXPERIENCE AND/OR SKILLS YOU HAVE A KNACK FOR:

- This is marketing, of course strong written and verbal communication skills are needed!
- Building relationships and working effectively with others is a no-brainer.
- Break out the planner – you should be organized and super comfortable with project coordination.
- If you're going to be in marketing, you should absolutely have creative thinking skills, but we also need superior attention to detail with the ability to proof and validate your work independently.
- Graphic Design skills (Photoshop, InDesign, HTML) or writing experience would be kind of awesome, too!

EDUCATION:

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