

DIGITAL MARKETING INTERN

Location: LUCCA

We are looking for a Digital Marketing Intern who will work in the Corporate Digital Marketing Team following the activities described below.

What will you do

- Support and coordinate the global marketing team to execute on Google Adwords campaigns
- Create and monitor PPC campaigns on our Marketing Automation Tool (Marketo)
- Analyze the Google Adwords monthly reporting identifying critical points and strengths
- Manage requests from the members of the Global Marketing Team to ensure promptly and accurately solutions
- Collaborate with the Corporate Digital Marketing Team to update website contents and landing pages

Desired Skills

- Bachelor's degree in Marketing (Master Degree/specialist postgraduate course in the field Digital Marketing is an advantage)
- Basic experience with Google Analytics and Google AdWords
- Excellent knowledge of English to deal with marketing colleagues located in our foreign offices
- Good PC knowledge of Microsoft Office Tools
- Pleasant, positive working attitude, strong sense of responsibility and detail-minded
- Excellent communication and interpersonal skill
- Proven organizational and problem-solving ability

Preferred Skills

- Experience in Photoshop, Illustrator or other design related software is a plus
- Hands on experience with CMS platforms (Drupal, WordPress, Adobe Experience Manager) and knowledge of HTML are a plus

Type of Contract: Internship or Temporary Contract 12 months

You can send your CV here:
tgk-job@wolterskluwer.com