

## Digital Marketing Intern, Job Description

### SUMMARY

The Digital Marketing Intern supports a dedicated team in carrying out Revel's digital marketing programs.

### JOB DUTIES / ESSENTIAL FUNCTIONS

- Supporting the day-to-day management of creation, management & optimization of Revel programs. May include earned and paid initiatives.
  - Paid initiatives include but are not limited to Google Ads, Bing AdCenter, Facebook Business Manager, affiliate marketing via Pepperjam or LinkShare, and other paid marketing campaigns for assigned roster of clients.
  - Earned initiatives may include email marketing, and search engine optimization (SEO).
  - Knowledge of the above is not necessary upon hire, but the desire to learn each area is a must.
- Supporting the daily management and analysis of program performance, including but not limited to:
  - Ad swaps, audience building, A/B test reporting, regular optimizations to improve assigned tactics, and quality assurance (QA) of optimizations.
  - Proactively present account optimization recommendations and ideas to Account Leads
  - Interpret trends and make recommendations based on program KPIs such as ROI, CPA, CPC, CTR and ROAS
- Create internal performance reports.
- Conducting thorough research as requested.
- Stay up-to-date on and monitor industry trends, and communicate these learnings with the internal team regularly.
- Utilize Revel's project management toolset and communication with your manager, to self manage priorities of tasks, and flag any foreseeable deadline conflicts and to communicate with your internal team the status of assignments.
- Support Revel's culture through living the values.

### QUALIFICATIONS

- Quantitative analytical skills and aptitude
- Strong software skills including in-depth knowledge of Google Suite (Gmail, GDocs, etc) and Microsoft Office applications (Excel, Word, PowerPoint, etc)
- Excellent interpersonal skills, including strong written and verbal communication skills
- Aptitude and desire to learn quickly when facing new problems, relentless learner, open to change
- Ability to handle multiple assignments with effective resolution of conflicting priorities
- Action oriented, enjoys working hard and facing new challenges
- High comfort level using the internet as a research and/or shopping tool
- Self starter who seizes opportunity
- Experience or know how with any of the following is a plus:
  - Previous relevant internships in the digital marketing space is a plus
  - Google Ads, Bing network, and Facebook Business Manager (Facebook / Instagram)
  - Utilizing Asana
  - Display program management
  - Affiliate or Email Solutions Provider (i.e. Mailchimp)
  - Familiarity with Search Engine Optimization; hands-on SEO experience
  - Google AdWords and Google Analytics certifications
  - Feed management

*Compensation: \$15-17 / hourly DOE*

Flexible schedule, 15-29 hours a week

## REVEL VALUES

- Carpe Diem  
Revel is a team of go-getters and doers, who possess the ability to work individually and as a team. We greet everyday with intent and purpose.
- Humor in the Everyday  
Revel is serious, but our team is lighthearted. We enjoy working together and laughing as a team.
- Partnership with Our Clients  
Revel aims to bring exemplary service and straightforward consult to our clients, working as an extension of your team as an honest and unbiased partner. We're in it for the long haul.
- Respect & Openness  
Revel believes in cultivating respect, with each other and with our partners. We believe in integrity, responsibility, accountability, and professionalism.
- Courage  
Revel is courageous and curious at our core. We step outside the comfort zone because we have a desire to learn and grow, for ourselves, for each other, and for our partners.
- Insights into Data  
Revel is passionate about the "why." We provide realistic and smart ideas and deliver actionable insights and recommendations based on strategic investigation and analysis.