

DIGITAL MARKETING

DIGITAL STRATEGY

Digis live in the owned channels - you know, the stuff you can control the content on, like a brand's website or app, social media pages and email marketing programs. They develop strategies to use these platforms to get potential customers to engage with them – which could mean gaining leads with a Facebook promotion, optimizing a website to rank higher on search engines, testing different subject lines of emails to get the highest open rates, or trying different coupon offers in text messages.

Oh yeah – the tech. The digital team nerds out on the latest marketing tech to find ways to push our clients even further. 360 video? Digis love it. Beacons to track the way people move throughout a store? Great. Chat bots? Done. If the tech is emerging, they're keeping an eye on it, and finding strategic ways to use marketing technology to reach clients' goals.

DIGITAL MARKETING STRATEGIST

The Digital Marketing Strategist plays a key role in the successful planning and implementation of multi-channel marketing strategies for client brands. Will help create innovative ideas that tie web, mobile, email, search social and traditional advertising together to provide solutions based on consumer insight and data.

SEARCH ENGINE OPTIMIZATION MANAGER

Raises the rankings of websites in search engines without the use of paid listings. Develops keyword and linking strategies to improve website search results. Boosts rankings by making revisions to website structure and copy. Analyzes and reports on results of SEO campaigns

SOCIAL MEDIA STRATEGIST

Develops and maintains a comprehensive social media strategy that defines how social media marketing techniques will be applied to increase visibility and traffic across all brands and products. Leads the development of organization-wide social media management standards, policies and rules of engagement for social media. Defines key performance indicators and implements enterprise level measurement, analytics, and reporting methods to gauge success.

WEB DEVELOPMENT

The Internet. A popular medium for memes and bidding in online auctions. But where does the Internet come from? Who's behind it all?

The answer is web developers. They're responsible for building the websites that people interact with daily, from simple landing pages with images and text to large-scale sites with thousands of pages and advanced functionality. The developer's toolkit is always changing and growing but typically includes front-end languages like HTML, CSS, and Javascript, and server-side languages such as PHP, Python, or C#. A good developer is always searching for new ways to improve their process, testing out new development technologies to improve their process and the final product. As a web developer, you would work closely with the rest of the digital team, helping to define design and strategy for new projects. Once

the design and structure of a website have been decided, the developer takes over and turns the vision into a reality, checking in with their team along the way to ensure the final website meets expectations for both the team and the client. As a development intern, you'd have the chance to work closely with the existing development team, building your skill set and working on client projects from websites to emails.