

ORANGE 142

About Orange142 (O142)

O142 is a pure digital advertising firm using performance analytics to accurately research, buy, design and launch successful demand generation digital advertising programs for the travel tourism, education, and Fortune 500 sectors. O142 delivers premium ad inventory covering 98% of the digital landscape with a very attractive return on investment for clients. WE ARE DEMAND GENERATION EXPERTS. EXPECT TOWIN.

Digital Advertising Fulfilment & Reporting Intern

Our ideal candidate is looking to get their career started in digital advertising/marketing. You should have an analytical mindset and be up for learning how to pull campaign data, create and pull live advertising screenshots, compile reports and write top level campaign summaries and considerations. The digital advertising space requires you to be able to make data driven decisions and identify opportunities to make campaigns successful. If you think you have what it takes to excel in the exciting world of digital advertising, then you're our person!

Key Responsibilities:

- Conduct monthly campaign reports with team members to highlight goal completions & billing breakouts along with creating analysis.
- Create screen shots of various kinds of digital advertising creatives every month for specific accounts and campaigns.
- Contribute to digital advertising campaigns, working with team members to create successful campaigns.
- Learn how to optimize campaigns by identifying trends and making proactive recommendations to exceed goals and KPI's

Requirements

- Current or graduated college student with an Advertising or related major
- Experience in analytics platforms, specifically Google Analytics.
- Excellent oral, written communication and presentation skills.
- Advanced Excel skills required, PowerPoint skills strongly preferred
- Strong time management skills - ability to prioritize and meet deadlines.
- Strong work ethic - must be self-motivated and able to take the initiative.
- Experience with data manipulation, data extraction and reporting.

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