

## **Description**

Around the globe, marketing can take on analytical and business roles of planning budgets, add spends, forecasting return on investment and more as well as the creative side of advertising, social media, campaign management and more. Both focuses are delivered through specific departments across industries or in specific marketing agencies or consultancies. Supporting marketing as a virtual intern is so much more than delivering a social media campaign and can include research and analysis, design and creativity, content development, and project management.

## **Key Skills**

- Account Management
- Brand awareness
- Business Proposal Support
- Buyer/User Needs
- Content Creation
- Copywriting – Website, Blog, Marketing
- Creating SWOT analysis
- Customer Segmentation
- Digital Marketing – Adwords, SEO, E-mail
- Exposure to CRM systems
- Market Research for Increased Sales
- Marketing Campaign Management
- Paid vs Organic Marketing
- Social Media Marketing