Universal Orlando® Resort is a universe of opportunities for people who have a lot to offer. It takes a special kind of person to work at Universal Orlando. An individual who knows how to be part of a team. Someone with a sense of fun who’s serious about their work. A person who knows it doesn’t take magic to put a smile on a guest’s face… it takes hard work, dedication, knowledge and just the right amount of Universal attitude. Whether you’re serving food, working in an office, maintaining equipment, performing in costume or operating a ride, you won’t just be “doing a job.” You’ll be creating memories for our guests that will last a lifetime. Are YOU that kind of person?

Job Description:

*Expand your universe with Universal Orlando’s Campus 2 Career Internship Program! This program can provide not only extensive learning opportunities, but real world experience as well. An Internship with Universal Orlando offers abundant networking and exposure opportunities to one of the world’s top entertainment destinations.*

**SUMMARY:** The Digital Analytics team is seeking an intern to assist in various reporting and analysis functions. The intern will support the team by working with campaign reporting and analysis as well as various data related tasks supporting segmentation and data hygiene.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

Assist the Digital Marketing Analyst Team in various reporting and analysis functions, including:

- Report creation and execution
- Data hygiene and load; data hygiene analysis
- Campaign response analysis
- Report and results audit and validation
Assist with development, analysis, reporting and optimization of integrated media and digital strategies
Gain exposure to 3 areas in digital marketing: strategy, analysis and digital project.
Understand and actively participate in Environmental, Health & Safety responsibilities by following established Universal Orlando policy, procedures, training and Team Member involvement activities
Perform other duties as assigned

Qualifications:

**REQUIREMENTS:**
In pursuit of an Associate, Bachelor or Graduate degree at an Accredited Institution
Current class standing of Sophomore or above
Cumulative GPA of 3.0 or above (official transcripts available upon request)
Must have a valid US driver's license
Consistent attendance is a job requirement
Approximate dates of this internship are from May 2016 – August 2016
Availability requirement typically includes 24-40 hours per week; Monday through Friday (may include some weekend availability)
Preferred majors include: Marketing, Data Analysis or Data Mining
Preferred coursework: Data Analysis and/or Marketing

**PREFERRED QUALIFICATIONS:**
Must have some understanding of digital marketing technologies and methodologies
Experience with Facebook analytics, DCM, Google AdWords and Adobe Analytics is a plus
Must be efficient in Microsoft Office Programs including, but not limited to: Word, Excel, and PowerPoint
Strong interpersonal skills, problem-solving abilities and organization
Exceptional attention to detail
Superior written & verbal communication skills
Work in a fast-paced environment and adhere to deadlines
Ability to work autonomously and/or in teams
Prior internship experience is preferred

**ADDITIONAL INTERNSHIP INFORMATION:**
In order to be considered, a resume is required with your application and must include major, anticipated graduation date and cumulative GPA.

Recent graduates will not be eligible for this program.
Universal Orlando does not provide housing. Interns are responsible for their own housing and transportation.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Due to the volume of responses, only applicants of interest will be contacted.

If you are interested in this position and you have what it takes to be a part of Universal Orlando, click on “Apply Now”. If not, please check out our Job Search to explore other opportunities within our universe. We regret that due to the volume of responses only applicants of interest will be contacted.

http://www.universalorlandojobs.com/jobs/internship-marketing-analytics-summer-2016-job-orlando-florida-1-5545864