

Discover your opportunity at **BLD Marketing**

LOCATION	Pittsburgh, PA
TITLE	Data Analytics Intern
ROLE	Data analytics internship focused on client campaign performance reporting and dashboard development.
REPORTS TO	Director of Media

RESPONSIBILITIES

- Aggregate and maintain all client performance metrics, working with agency team members, bringing in agreed upon data points from a variety of resources including Google Analytics, media campaign activity, programmatic advertising, PR efforts, email marketing, and other metrics sources based on the client needs and data availability.
- Develop reporting dashboards for LO client marketing activity, aggregating all key performance indicators (KPIs) into a single dashboard for the agency and client to view and review together.
- Analyze data and reports on a regular basis, communicating findings to the team.
- Work with agency team members to analyze overall performance of programs and marketing activities, identifying areas for improvement and optimization.
- Work closely with agency team members to ensure all ads and activity contain proper tracking codes and are clearly identified in reporting.
- Assist team in developing overall client presentations on campaign performance.
- Attend client reporting meetings and contribute to overall reporting performance findings.

WORK EXPECTATIONS

- Begin with 20 hours per week in the office
- Potential for increasing to full-time internship for summer months
- Paid internship

ABOUT BLD

Located in Pittsburgh, PA, BLD is an ROI-based, full-service strategic marketing company serving building product manufacturers exclusively throughout North America and abroad. We offer a comprehensive portfolio of strategic marketing services and implementation capabilities to help our client companies achieve growth, efficiency, and profitability.

THE ENVIRONMENT

- Work in a challenging, fast-paced environment and learn within in a growing category - building products.
- Build new skills, and get exposed to the marketing/agency world with a category leader.
- Join an outstanding team of supportive co-workers to produce results for clients who are industry leaders in their category.
- Gain significant experience in connecting marketing campaigns and activities with performance and reporting.

TO APPLY Submit cover letter, resume, and references to careers@bld-marketing.com.



BUILDING MARKET LEADERS