



Position: Marketing Internship

Job description:

International Automotive Trading (IAT) is a leading US based wholesale distributor of auto electrical parts. For the last 30 years IAT has been serving the needs of electrical rebuilders worldwide by offering products of the highest quality, excellent customer service and superb pricing.

As Digital Marketing Intern you will support digital marketing advertising, public relations and content for web, SEO/SEM, email, influencer program and social media. The intern earns real-world experience and perspective on the role of digital marketing and e-commerce in terms of consumer insights / consumer relationship management.

Duties and Responsibilities:

- Help with digital content development, social media promotion.
- Online monitoring and reputation management.
- Draft email newsletters to be sent to IAT's clientele.
- Research and Identify upcoming automotive industry trends.
- Support general website updates as needed – editing product copy, upload new products, support product team with product uploads.
- Attend weekly team meetings.
- Support SEO/SEM campaigns with appropriate keyword planning and research.
- Support ecommerce marketing tactics – create content, manage review programs, execute account advertising campaigns, measure and analyze activities.

Requirements:

- Familiarity with Adobe Creative Suite is encouraged.
- Competent with Microsoft Office Product – Word, Excel, and Power Point
- Self-motivated, Enthusiastic and Well Organized.
- Social media experience with Twitter, Facebook, and others.
- College experience in: Sales, Business Administration, Marketing, Advertising, or Communications.

Please apply with:

- Resume and cover letter
- LinkedIn Profile
- Any awards

IAT - International Auto Trading, Inc

6112 32nd Avenue Woodside, NY 11377 • P: 718.956.4248 • F: 718.956.4310 • E: sales@iat-usa.com