

## **INTERNSHIP AS MARKETING ANALYST**

### **Job Description**

The Internship has a term of 4 weeks, with 15 hours each week.

Responding to the Company Direction, the Marketing Analyst should accomplish the following tasks:

- Create a data archive by collecting surveys, interviews, feedbacks and comments.
- Analyze business performances.
- Prepare reports for the Direction.
- Participate in internal meetings.

### **Minimum Qualifications**

Fluency in English and knowledge of standard computer tools and social networks are required. Good organizational, analytical and problem solving skills. The ideal candidate should be a team player and have excellent interpersonal skills and flexibility. The ability to meet deadlines is mandatory. The knowledge of the Italian language is preferable.

**The intern will be supervised and supported by our tutor who will monitor the progress of the project.**

For consideration please send your resume and cover letter to Shawn Slon at [slons@stjohns.edu](mailto:slons@stjohns.edu).

**About Glocalize Yourself** - Glocalize Yourself Srls is a start-up company that would like to establish itself as a source of support, service, and reference for all those who want to live a "glocal" experience. In other words, our target users are those who wish to embrace globalization, to travel to new places, and to live like the locals live, exploring all of the hidden secrets and details of a new city or nation.

The objective of Glocalize Yourself is to contribute to the community and help facilitate the integration between global and local.

To reach this goal, Glocalize Yourself provides an interactive digital platform that allows independent travelers, foreign students, and lovers of all cultures to interact with their destination on a more intimate level: exploring, making experiences, and becoming involved with a new place in a convenient way.

Furthermore, Glocalize Yourself plans to organize a series of events for members of the community with the goal of unlocking various aspects of the city, as well as also suggesting travel itineraries for one day or weekend trips.

This innovative project, through signature means, presents detailed studies, reviews, and suggestions (all of which are absolutely original and high-quality) by passionate insiders.

The principle setting in which Glocalize Yourself works is the internet, utilizing all of the technology and the available applications. Therefore, our social media takes on a fundamental role in our company.



Glocalize Yourself aims to value the local traditions, and the creative Italian heritage and culture, by making them available and understandable to the users. Obviously, as it is in an initial stage, the attention is centralized on one city: Rome.

The target customer is global, reaching out from the comfort zone of the community of foreigners in Italy (for example, ex-patriot residents or university students), to find all those things which can help enhance their experience. Therefore, the most important goal for Glocalize Yourself is to establish a collaborative relationship and to exchange experiences with the members of those communities.

In order to be a unique company in this field and for its development and visibility, it is necessary to promote the company with an effective and decisive marketing strategy and with a business strategy that aims to recruit users and partners.

To learn more about Glocalize Yourself please visit our website <http://rome.glocalizeyourself.com> or follow our Facebook page.