



**POSITION** Digital Marketing Intern

**TYPE** Summer internship (June-August 2016), full-time, paid

**LOCATION** San Mateo, CA

### **ABOUT THE COMPANY**

TryMyUI is a usability testing platform with a twofold goal: to provide clients with candid, actionable feedback on their digital presence, and to expedite the process of analysis and implementation of user insights with smarter tools and better information.

We help companies build better websites by enabling designers to peek inside their users' heads and see where (and why) they're getting lost, frustrated, or confused.

We are based in Silicon Valley, right in the middle of the high-energy startup scene of California's bay area.

### **JOB RESPONSIBILITIES**

As an intern growth hacker, you will be closely involved with planning, coordinating, and analyzing marketing activities related to both short-term campaigns and ongoing long-term operations like SEO, onboarding, and brand positioning.

Your work will have a real impact on the development of the business. It will involve the use of a number of different marketing tools and will require creativity, strategic thinking, research acumen, writing skills, a little bit of data science, and an ability to learn quickly.

If you're a go-getter, an effective communicator, and passionate about marketing, this position is for you.

The ideal applicant is an organized and innovative thinker acquainted with the basics of user experience and web usability, proficient with tools such as Google Docs and Excel, and able to get up to speed on new software tools quickly.

**[trymyui.com](http://trymyui.com)** | **[@trymyui](https://twitter.com/trymyui)** | **[#trymyuiEDU](https://twitter.com/trymyuiEDU)** | **[#UXrep](https://twitter.com/UXrep)**

**1200 Park Place, Suite 290, San Mateo, CA 94403**

Primary responsibilities will include:

- Contribute to the development and execution of digital marketing campaigns
- Analyze how these campaigns perform to apply lessons to new marketing efforts
- Optimize lead acquisition flows to increase conversions (including onboarding and email drip campaigns)
- Craft useful, high-quality content for our website
- Develop and improve SEO strategies
- Manage social media presence

## REQUIREMENTS

- Demonstrated experience with conducting user research and analyzing findings (may include class projects)
- Currently enrolled in a relevant undergraduate or master's program
- Proficient in Microsoft Word, PowerPoint, and Excel
- Self-motivated and capable of working independently
- Available to work full time for 8 to 12 weeks over the summer.
- Previous experience with handling social media (especially Twitter) for businesses is a plus

## TO APPLY

1. **Send your resume** to [edu@trymyui.com](mailto:edu@trymyui.com). If you have an online portfolio or blog, be sure to send us a link.
2. **Create an EDU account** through your university portal assigned by TryMyUI. We will send you the portal link when you submit your resume.

**QUESTIONS?** Email [edu@trymyui.com](mailto:edu@trymyui.com)

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