



UBB Marketing and Analytics Intern

United By Blue is an ocean-friendly brand of apparel that, for every product sold, removes one pound of trash from oceans and waterways around the world through company organized and hosted cleanups. UBB sells a line of organic cotton t-shirts, canvas bags, and jewelry through wholesale channels and through an eCommerce site at <http://www.unitedbyblue.com>.

The UBB Marketing and Analytics Intern will be responsible for analyzing our existing web analytics, implementing new metrics, and leveraging those metrics to drive conversions on unitedbyblue.com.

The intern will report directly to the Director of Marketing and will collaborate with her to use analytics to drive sales. By the end of the internship, the intern will have increased sales while also laying the foundation for the marketing team to continue driving sales in the future.

Responsibilities and Possible Projects:

- Regularly monitor Google Analytics, KISS Metrics, and other analytics
- Research eCommerce trends, strategies, and best practices that can be applied to unitedbyblue.com
- Evaluate analytics and metrics to determine areas of the site that need improvement
- Determine which metrics are most important for unitedbyblue.com and what can be done to improve them
- Collaborate with the creative team to address areas of the site that need improvement
- Develop metrics for measuring the impact of web changes

Requirements:

- Enthusiastic self-starter who is able to work under minimal supervision
- Excellent visual, oral, and written communication skills
- High level of emotional intelligence
- Able to look at data and see the full picture outside the numbers
- Able to analyze data and leverage it to improve metrics
- Experience working with Google analytics is helpful but not required

This internship will be based at UBB's Philadelphia headquarters. To apply, please send a letter to introduce yourself and tell the company what excites you about UBB to alli@unitedbyblue.com