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MARKETING INTERN

As our Platform Marketing Intern, you will play a pivotal role in our online presence, newsletters and user engagement. We seek exceptional talent that is eager to do the best work of their life while supporting others in doing the same. Working within our diverse team, you will help build the foundation for our growing team.

As a smart and fearless problem solver, you will bring new marketing and acquisition channels online, improve enablement materials, and dive into data around the behavior of our customers.

During your internship you will gain critical insight into the inner workings of a rapidly growing organization, and the strategies, processes and systems that support its growth.

Responsibilities:

- Build out internal education around how Platform lends value to Octo customers. Help ensure the Platform narrative is presented clearly and compellingly in materials across the company, from enterprise marketing, to Sales, Editorial and beyond
- Dig into data around the customer app adoption and usage funnel, identify areas of opportunity, and share your learnings with stakeholders across different functions
- Run experiments to optimize our existing platform marketing channels
- Help build strategies to successfully launch and drive adoption for Platform product releases. Execute tactics informed by data that get people talking and drive adoption beyond launch day