

## **DIGITALMIX GROUP S.L.**

Digitalmix, a Spanish enterprise based in Barcelona, focused on e-commerce among different international fields, offers a traineeship opportunity to Polish students.

We work with several specialised departments, including marketing, online advertisements, logistics and administration. Currently, our business is present in different countries, such as Italy, Spain, The Netherlands, France, Portugal, Belgium and Brasil, with the aim of expanding in Germany and Poland in the next future.

We offer to all our students the opportunity of practising their knowledge within a fresh, dynamic, multicultural environment, in order to first approach the world of business. Moreover, in case of long-term traineeships and after a prior evaluation of the candidate and of the company's availability, we consider potential employment opportunities for trainees.

Further information at: <https://italy.cepcomgroup.com/>

### ***Traineeship offer in Web Marketing and Copywriting***

#### **Main tasks the student will carry out:**

- Initial training (in-depth theoretical materials, tutor coaching)
- Creating texts related to products and categories for e-commerce sites (using Wordpress)
- Drafting articles and texts for online marketing campaigns
- Processing viral content for social networks, blogs and online magazines
- Keyword research
- Use of SEO research and analysis tools (Keyword Tools, Keyword.io)
- Processing SEM campaigns with Google AdWords
- Prestashop management
- Management and definition of website architectures

#### **Skills and characteristics of the ideal candidate:**

- Native Polish speaker
- Excellent written and verbal communication skills in Polish language
- Knowledge of Microsoft office package (Word, Excel, etc...) and Gmail
- Interest in the world of online communication
- Good creative skills in content development
- Ability to work in a team in an international environment
- Coming from studies in communication, literature, marketing, business

**Field of activity:** Web Marketing

**Workplace:** Barcellona

**Duration:** from 3 to 6 months

**Period:** The whole year

**Weekly hours:** 35 weekly hours from Monday to Friday. Entry and exit time will be defined in accordance with the Company Tutor.

**Contacts:** In order to apply for this Offer, send your CV to our e-mail address:  
[tirocini@cepcomgroup.com](mailto:tirocini@cepcomgroup.com)

**Mobile :** +39 0519525924

**Attendance allowance:** The traineeship is not remunerated from the company but it may fall into several international fellowships (Erasmus plus, Leonardo Da Vinci, Eures etc..).