**Marketing Analytics Internship at Swift Capital**

Please forward resumes to Thao Nguyen at [Thao.Nguyen@swiftcapital.com](mailto:Thao.Nguyen@swiftcapital.com)

**The successful intern will perform the following activities**:

* Lead the efforts related to data collection, extraction and processing of customer acquisition data
* Assist in the development, maintenance and execution of all marketing campaigns
* Design and develop highly scalable database structures in support of business process automation
* Gather and document requirements from the analytics team to store all the fields and variables required for analysis and modeling purposes
* Perform analysis on all aspects from the campaign management cycle; including direct mail targeting, response modeling, campaign execution, and back-end analysis
* Develop and run analytical reports to track the results of marketing initiatives and campaigns.

**Requirements**:

* Bachelor Degree in Statistics, Mathematics, Economics, Engineering, or other quantitative discipline (Masters Preferred).
* Must be able to work with large datasets in different formats
* Must be able analyze data and turn it into actionable business insights and strategies
* Must be a proactive and critical thinker who can take initiatives and reveal trends and patterns in data.
* Strong attention to detail, and keeps excellent documentation.
* Demonstrated advanced communication (verbal, written, presentation and interpersonal) skills required; demonstrated ability and experience to influence and interact with all levels of an organization.
* Able to present findings to a non-technical audience.
* Self-starter who can work in a fast-paced, entrepreneurial environment.
* Knowledgeable of different types of predictive models, including linear regressions, logistic regressions, segmentations.