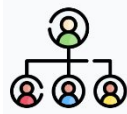




LG Xplorers Internship Program



2026-2027 Edition



Digital Marketing →



Digital Marketing Support

Requirements:

- Bachelor's degree in Business Administration, Marketing, Data Science, or a related field.
- Upper-intermediate to advanced English proficiency.
- Advanced proficiency in Excel and Microsoft Office (we will administer tests on Excel and analytics).
- Interest in tracking, integrations, automation, and data flow.
- Proactive attitude, curiosity about technology, strong work ethic, and a desire to learn.

Valuable:

- Master's degree or specialized training in Digital Marketing, MarTech, Data, or Automation (master's degree, bootcamp, specialized course, or vocational training).
- Training in web analytics tools (GA4, Amazon, Meta, Google Ads).
- Practical knowledge of AdTech, MarTech, and analytics: GTM, GA4, paid media platforms, as well as SQL, APIs, Looker Studio, BigQuery, and CRM (Salesforce, HubSpot, etc.). Automation tools (N8N or similar)

Tasks:

• Data, Tracking & Analytics

- Assistance with tracking, tagging, and measuring digital campaigns
- Data extraction from web analytics platforms.
- Collaboration on data quality control and the preparation of basic technical documentation.
- Generation of UTMs and QR codes, and assistance with technical configurations.
- Assistance with data analysis and the development of preliminary conclusions and insights.

• Reporting

- Assistance in preparing performance reports for media and sales campaigns.
- Collaboration in the creation of dashboards and data visualizations.
- Support for specific Smart TV reporting (content and advertising), following the team's guidelines.

• Project Management

- Assistance with managing and updating the CRM calendar (mailings, communications, and segmentation).
- Support in coordinating and monitoring promotional campaigns.
- Support in organizing and overseeing sweepstakes and related activities.

• Content & Marketing Digital

- Support in coordinating and publishing content for the LG EXPERIENCE digital magazine, with basic SEO/SEM knowledge.
- Collaboration with the marketing department on tracking and reporting technology media publications.

• Legal & Compliance

- Support in managing and reviewing documentation related to contracts and sweepstakes terms and conditions.