

Job Posting Title Marketing Analytics and Modeling Internship

Job Description



Marketing Analytics and Modeling Internship

Company Overview:

Since its opening in 1971, the Walt Disney World Resort near Orlando, FL has grown to feature four theme parks – the *Magic Kingdom Park*, *Epcot Disney's Hollywood Studios*, and *Disney's Animal Kingdom Theme Park*. In addition, more than 20 themed resort hotels, two water parks, and the Downtown Disney Area, a daytime and nighttime entertainment complex, are part of the *Walt Disney World Resort*.

Department Overview:

As a Member of the Marketing Analytics and Optimization team you will play an important role in optimizing marketing program performance across all media channels by integrating transactional and behavioral data into the Central Marketing Data Store and using that data to help answer “what” and “why” performance questions by building and implementing analytical models and tools.

Responsibilities Assist in the modeling and analytics function for the Walt Disney Parks and Resorts Marketing Division. Employ analytic techniques in relation to marketing effectiveness, media mix modeling, and associated ad hoc analytics utilizing various sources of data to improve the performance of marketing programs, and the guest experience. Assist in the maintenance of the Central Marketing Data Store with all the marketing, guest research and revenue data.

Basic Qualifications These are the minimum qualifications you need to be considered for this position:

- Currently a student enrolled in a Master's or Doctoral degree program in Statistics, MIS, Business, Economics, Industrial Engineering, or other analytical field of study
- Demonstrated strong organizational skills with attention to detail
- Demonstrated problem solving skills, as well as continuous improvement process skills
- Demonstrated computer proficiency within a Windows environment
- Exceptional written and verbal communication skills
- Majors in Marketing/Business with technical emphasis, Information Systems, Informatics, or equivalent
- Basic knowledge of relational database concepts
- Willingness to learn new software applications
- Familiarity and experience with SAS
- Experience with data mining or statistical modeling

Preferred Qualifications 3.0 GPA in major or higher
Familiarity with technical documentation (data models, process flow diagrams,

technical specifications/requirements)
Completed Master's degree in Statistics, MIS, Business, Economics, Marketing or equivalent
Familiarity with marketing analytics and market mix optimization concepts
Demonstrated ability to share creative and new ideas
Demonstrated strong analytical and statistical modeling skills Including text mining
Ability to interface with both a technical and non-technical audience effectively
Proven experience using SAS, SQL and Teradata SQL Assistant

Job Posting Industries Leisure and Travel

Additional Information **Internship Eligibility:**

Must be enrolled in a U. S. college/university taking at least one class in the semester/quarter (spring/fall) prior to participation in the internship program OR currently participating in a Disney College Program or Disney Professional Internship
Not have already completed two consecutive (spring/fall) College or Professional Internship Programs
Must possess unrestricted work authorization
Must provide full work availability
Must provide own transportation to/from work
Current Active Disney cast members must meet Professional Internship transfer guidelines (for *Walt Disney World* cast members this is no more than four points and one reprimand in the last six months; for *Disneyland* cast members this is six months of consecutive service and a performance record clear of any disciplinary issues (warnings, suspensions, etc.) for at least six months)

Program Length:

The approximate dates of this internship are January 2014 through June 2014. Interns must be fully available for the duration of the internship.

Housing:

A limited amount of company-sponsored housing is available on a first-come, first-serve basis.

Application Deadline:

The deadline to apply for this internship is **Oct 2nd, 2013.**

Recommendation – Print This Role Description:

Strong candidates may be invited to complete a phone interview. We strongly encourage applicants to print a copy of this role description so they can refer to it in the event they are selected for a phone interview. Note that this role description will not be accessible once the posting is closed on Oct 2nd, 2013.

Attention International Students:

If you are currently studying in the United States on an F-1 or J-1 Visa and do not have a Social Security number, please contact our office at 407-828-1736 PRIOR to applying.

Additional Materials:

A current transcript is required as part of your application. Please upload a copy of your transcript to your dashboard at the time of application. To do so, please follow these steps:

Log into your dashboard at disneyinterns.com

Click the link labeled "edit profile info"

Click on the "Attachments" Tab

Be sure your document is titled in this format: FirstName_LastName_Transcript

Select a document type of "Other"

**Internship
Program
Type**

Professional Internship

**Primary
Location-
City**

Lake Buena Vista

**Primary
Location-
State**

FL

**Primary
Location-
Country**

US

Auto req ID

123404BR

Application:

<https://sjobs.brassring.com/tgwebhost/jobdetails.aspx?partnerid=25348&siteid=5039&jobid=124785>