

Job Posting Title

Marketing Analytics and Modeling Internship, Orlando, FL - Spring 2015

Job Description**Marketing Analytics and Modeling Internship**

Company Overview: Imagine a career with an organization that brings smiles to millions every day. Imagine working with people whose passion for what they do is simply indescribable. We are The Walt Disney Company, live with a rich legacy of innovation, entertainment, and lifelong memories. With our vast array of both businesses and professionals, you'll have the opportunity to join a team that's beloved around the world, and to find out how it feels to love what you do. We invite you to discover for yourself why a career with Disney is the opportunity you've been looking for.

Segment 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:

- 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

- 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

Required Education

- 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
- Cumulative GPA of 3.0 or higher (Note: Cumulative GPA stated on resume and application must match cumulative GPA of current institution's transcript. Please, no rounding.)

Job Posting Industries

Leisure and Travel

Additional Information

Internship Eligibility:

- Must be enrolled in an accredited college/university taking at least one class in the semester/quarter (spring/fall) prior to participation in the internship program OR be currently participating in a Disney College Program or Disney Professional Internship
- Must be at least 18 years of age
- Must not have completed one year of continual employment on a Disney internship or program. *Note: Once you have completed one consecutive year of employment on a Disney internship or program, there must be a minimum 6 month gap before the start of a new internship or program*
- 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 2015 to June 2015. 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-served basis.

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 February 28, 2014.

Materials Required: In order to be considered, you must upload a copy of your resume and include major, expected graduation date (month/year) and cumulative GPA from your current school transcript (please, no rounding).

- College transcripts (official or unofficial) - Please upload your transcript while completing the online application

To upload this document:

- Log into your dashboard at www.DisneyInterns.com
- Click the link labeled “Edit Profile Info”
- Click on the “Attachments” Tab
- Be sure your document is in the required title format: **FirstName_LastName_Type** (i.e. Mickey_Mouse_Transcript)
- Select 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	209251BR