



Title: Marketing Analyst Summer Intern
Legal Entity: VanEck Associates Corporation
Department: Marketing
Reporting to: Analytics Director
Business Line: ETFs and Mutual Funds Marketing
Location: Tampa, FL
FLSA Status (US Staff only): Non-Exempt Full-Time Intern

VanEck is a privately held global asset management firm founded in 1955. We develop forward-looking, intelligently designed, active and ETF strategies that strengthen long-term portfolios. We will provide qualified individuals with outstanding education and growth opportunities. If you are a high-energy individual with a strong work ethic, excellent team skills, and outstanding communication skills, we would like to speak with you.

VanEck's Summer Intern Program includes exposure across the firm through educational, mentorship, and networking events. As an Intern, you will also be exposed to the firm's senior management, gain an understanding of the financial services industry and learn critical business skills. Our internship program will build more than just your resume — it will challenge your knowledge, build your network and drive your career path. Our program spans 10 weeks and typically runs from June 2 – August 8. If you are looking to gain valuable hands-on experience while working with talented individuals, apply now!

We are seeking a motivated and analytical Marketing Analyst Intern to join our team. This role offers a unique opportunity to gain hands-on experience in the marketing field while contributing to real projects. You will work closely with our marketing team to analyze data, generate insights, and support strategic initiatives.

Essential Duties and Responsibilities

- Assist in the collection and analysis of marketing data from various channels (social media, email, web traffic, etc.)
- Support the development of marketing reports and presentations that highlight key insights and trends
- Conduct market research to identify new opportunities and competitive landscape
- Collaborate with team members to brainstorm and develop marketing strategies based on data insights
- Help optimize campaigns by monitoring performance metrics and suggesting improvements.
- Create data visualizations using tools such as Tableau, Power BI, or similar to effectively communicate findings
- Participate in team meetings, contributing ideas and feedback
- Stay up to date with industry trends and best practices in marketing analytics

Skills and Qualifications

- Currently pursuing a degree in Marketing, Business, Data Analytics, Statistics, or a related field
- Strong analytical skills and proficiency in Excel or similar data analysis tools
- Experience with data visualization tools (e.g., Tableau, Power BI, Google Data Studio) is preferred
- Knowledge in digital marketing concepts and tools (Google Analytics, social media platforms, etc.) is a plus
- Excellent verbal and written communication skills
- Detail-oriented with a passion for data-driven decision-making
- Ability to work independently and collaboratively in a fast-paced environment

Education and/or Experience

- Currently entering junior level (3rd year) or beyond within a 4-year college program
- Some experience within a corporate environment is helpful, but not required

Competencies

To perform successfully and gain the most from this internship, an individual should demonstrate the following competencies:

- Professional demeanor
- Capacity for learning new procedures/ideas
- Motivation
- Proactive
- Enthusiasm

Language Skills

- Ability to effectively present information in one-on-one and small group situations to customers, clients, and other employees of the organization

Compensation:

- The maximum hourly rate for this position is \$25 an hour.

VanEck is committed to treating all applicants and employees fairly and to providing equal opportunity in compliance with applicable federal, state and local laws. VanEck does not and will not discriminate against any employee or applicant for employment on the basis of race, religion, ancestry, color, gender, gender identity, pregnancy, age, physical or mental disability, national origin, marital status, sexual orientation, citizenship status, covered-veteran or military status, genetic information, and/or any other factor protected by law.

In order to be considered for this position, please submit resume with the subject line 'Marketing Analyst Summer Intern' to internships@vaneck.com.