

**CUSTOMER MARKETING & PLANNING**

# DESCRIPTION:

Bath & Body Works, a $4 billion (and growing) brand; is one of the most creative, dynamic, profitable growth retailers in the industry. The Customer Marketing (CRM) team focuses on driving sales and customer engagement through direct to customer contacts in direct mail and email. The CRM Team is looking for an energetic, detail oriented, creative and responsible individual who is flexible and willing to jump in wherever needed. This intern will work with team members to manage the direct mail execution process from offer and segmentation planning to creative execution and print production. They will support business and program strategies delivering brand and customer right solutions.

# RESPONSIBILITIES:

As a CRM intern, you will learn various tasks and apply processes, including, but not limited to:

* Assist with overall program coordination, including offer creation, creative proofing process, and milestone planning
* Assist in the creation of creative and segmentation strategy to support on brand messaging
* Manage campaign details in CRM database and communicate to cross-functional partners
* Assist team with post campaign analytics and documentation
* Prepare materials for meetings and presentations and coordinate end to end process with cross-functional partners

# QUALIFICATIONS:

To be considered for the Customer Marketing Internship role, the following qualifications are desired:

* Currently in Junior standing at an accredited university working towards a bachelor’s degree in Marketing
* Strong organizational skills and attention to detail
* Curious and a strong desire to uncover and develop customer centric solutions
* Collaborative partner with a team-oriented approach
* Highly motivated, curious and results oriented
* Solid communication and presentation skills
* Flexible and creative problem solver
* Personal professionalism and accountability



