



# BECOME A DIGITAL MARKETING EXPERT

Internship at Alcalink

 **WEBSITE**  
[www.alcalink.com](http://www.alcalink.com)

# INDEX

**01**

Introduction

**02**

Tasks

**03**

About us

**04**

Job offer

**05**

Free time

**06**

Lorca

**07**

Referencies

# THE INTERNSHIP

*"I basically started from zero, because I didn't have any experience in the digital marketing field but here I found a wonderful team who had the patience to teach me everything in detail"*

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A traineeship in digital marketing can be an excellent opportunity for those who want to learn about the field and gain practical experience. Digital marketing involves promoting products or services using digital channels such as search engines, social media, email, and mobile apps. As businesses increasingly rely on digital channels to reach their customers, the demand for skilled digital marketers continues to grow.

As a trainee, you will have the opportunity to work on real-world SEM projects and campaigns under the guidance of experienced professionals. You will be involved in activities such as creating and managing SEM campaigns, analyzing and optimizing campaign performance, and reporting on key metrics. This hands-on experience can be invaluable for building your SEM skills and preparing you for a career in the field.

Overall, a traineeship in digital marketing can be a great way to kickstart your career in the field. Whether you are a recent graduate or looking to make a career change, a traineeship can provide you with the skills, experience, and network you need to succeed in this fast-paced and exciting field.





# Tasks of the internship

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## Digital marketing strategies

You will learn how to create Google campaign strategies as well as how to think in the field of digital marketing.

## Set up Campaigns in Google Ads

You will learn all about Google Ads, from setting up projects for new clients to managing their budgets during these campaigns.

## Development and optimization of the campaigns

Managing a campaign is not easy. You will learn methods to optimise these campaigns to achieve the best possible results.

## Create reports with Google Data Studio

At the end of the month, you will send our clients a monthly report on the results of their campaigns. These reports are created in Data Studio, another powerful Google platform.

## Management of the main Google platforms

Everything is interconnected, each Google platform is directly connected with each other because they have different functions. Analytics helps us understand campaign data on Google as well as all types of users; Google merchant helps us add all e-commerce products from customers and Google Tag Manager, which is a tag builder, code snippets that will allow us to measure and track visits, counts and conversions.

## Management and administration of databases

The database is very important for finding new customers in the country. It is important to have good skills in managing this data.

## Market study and feasibility of the different projects

You will better understand the different markets to better tailor the campaign to your customers.

## Bing Ads and Facebook Ads

For special occasions such as Black Friday, you will have the possibility to create and manage campaigns in Bing and Facebook.

## Relationship and loyalty with customers

You will learn how to manage customers and how to talk to them.

## Advisory tasks for e-commerce

You will advise the clients on how to develop and improve their own e-commerce and how to improve their sales with campaigns.

## Set up Campaigns in Google Ads

You will learn all about Google Ads, from setting up projects for new clients to managing their budgets during these campaigns.

## Email marketing

You will develop email marketing strategies with the aim of acquiring new customers for Alcalink.



Google Analytics



Google Merchant Center





# ABOUT US

We talk the talk  
and walk the walk

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Alcalink is a national reference company for Prestashop e-commerce development and online marketing.

Our team consists of professionals with over 10 years of experience.

We have been a Prestashop Partner since 2015, receiving in 2018 the Prestashop Platinum certification, the highest level of recognition awarded by Prestashop.

In addition to Prestashop projects, we also offer a range of other digital marketing services such as SEM, SEO, SMM and email marketing.

We have a team of experienced digital marketing professionals who work with clients to develop and execute effective marketing strategies that drive results.

The working atmosphere is a factor we care deeply about. Alcalink is not just an agency, but a growing family.

Optimism and inclusiveness are part of our DNA, as are seriousness and professionalism, which have led us to achieve excellent results in our country without taking time away from relaxing and Friday toasts between colleagues.

# OUR IDEAL TRAINEE

We are looking for someone who is motivated and eager to learn. The internship provides an opportunity to gain hands-on experience in a professional environment, and we expect the candidate to be open-minded and curious, with a strong desire to acquire new skills.

We seek someone who is able to work both independently and as part of a team. While the intern will have the opportunity to work on independent projects, he or she will also need to collaborate with other team members to achieve company goals. Therefore, it is important that the candidate be able to manage his or her own work effectively and communicate clearly and effectively with other team members.







# LORCA

Lorca is a Spanish city located in the region of Murcia, in the south of Spain.

Lorca is placed a few kilometers from the Mediterranean coast and is strategically positioned among some of the main cities in the region of Murcia.

The city is famous for its historic center, which has been declared a World Heritage Site by UNESCO for its architecture and historical significance. The historic center of Lorca houses many historic buildings, such as the Cathedral of San Patricio, the Castle of Lorca, and the Casa del Corregidor.

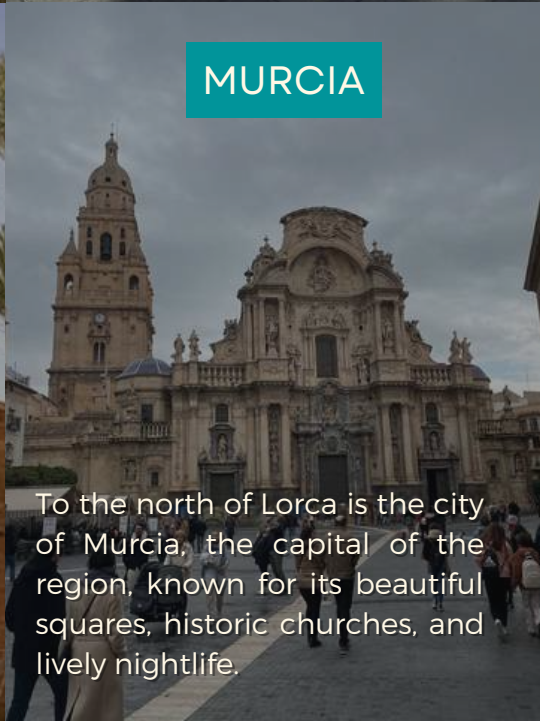


## ALMERÍA



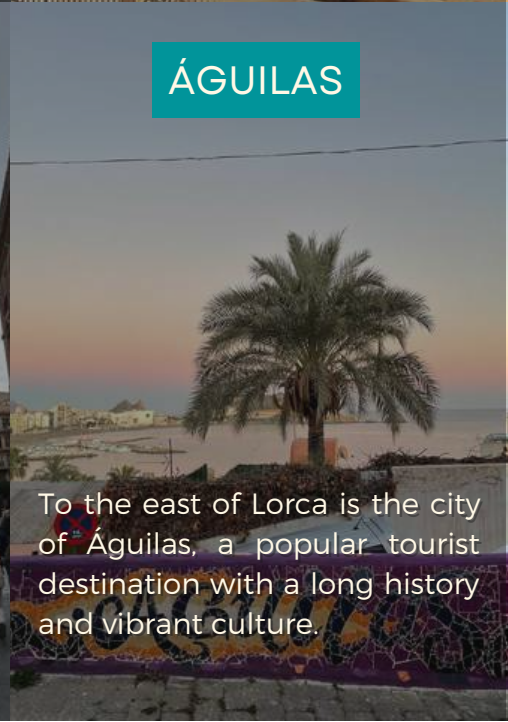
To the west of Lorca is the city of Almería, a port city that boasts a long history and rich culture.

## MURCIA



To the north of Lorca is the city of Murcia, the capital of the region, known for its beautiful squares, historic churches, and lively nightlife.

## ÁGUILAS



To the east of Lorca is the city of Águilas, a popular tourist destination with a long history and vibrant culture.



# REFERENCES

Here are some comments from students who had the opportunity to live the experience with us



# ALESSANDRO FOIS

Last Year of the Bachelor degree in Marketing and Business Administration

*What a wonderful experience,*

*If you are looking for an agency that teaches you everything about the digital marketing field , Alcalink is perfect.*

*As soon as you enter the office you can feel that familiar feeling, the warm of the colleagues and how they care about teaching this job to you, even if you don't have any experience.*

*Those few months gave me the opportunity to expand my skills in the digital marketing field; starting from zero to managing Google campaigns independently but also all the software such as Google analytics, Ads, Data studio, Merchant, Tag manager and a few campaigns on Facebook.*

*One of the challenges for me was the language because before starting my internship I was afraid that I couldn't work well because I've never studied Spanish, but after 3 months I could work independently with the PC in Spanish and talk with colleagues.*

*If it was up to me, I would continue to work for them because I believe that their activity deserves the success they already have in Spain and should be the same in others countries like Italy or France.*





# OMAR HAMMAMI

Last Year of the Bachelor degree in Digital Marketing

*An uplifting experience,*

*From the first day I set foot in the office I knew that my experience in this agency would be positive. The working environment is extremely professional, high-level but at the same time relaxed and familiar. During this experience I learned to put into practice what I have been studying for three years at university. In these months, in fact, I had the opportunity to learn how to independently manage campaigns for Spanish and Italian customers.*

*The tools I learned to use are many, but in particular I can mention: Google Ads, Google Merchant Center, Google Analytics, Google Tag Manager and Google Data Studio. In addition to the technical management of the campaigns, I also learned to look for customers for the company through calls in both Spanish and Italian. Another activity that I have been involved in, has been to lay the foundations for the beginning of the opening to the Italian market. The activities I carried out were different: from the translation of the entire website to the search for customers through calls, through the creation of Italian social accounts and Facebook campaigns.*

*One aspect that struck me in particular from my colleagues is the attention and desire to teach the trainees all the activities that are carried out, without any kind of competitiveness or presumption.*

*To conclude, I can say that my experience in Alcalink has been unique and extremely formative. If it were up to me, I'd repeat the choice to come here a thousand more times.*

# JESSICA GUERRA

Last Year of the Bachelor degree in Public Relation

*What a beautiful experience,*

*If you have the desire to learn new things in digital marketing and are ready for an experience abroad, Alcalink is the perfect solution.*

*From the very first moment I set foot in the office I immediately felt the welcoming atmosphere and I knew it would be a positive experience.*

*I basically started from zero, because I didn't have any experience in the digital marketing field but here I found a wonderful team who had the patience to teach me everything in detail.*

*Within a few months I acquired many skills, in particular I learn to manage independently campaigns for Spanish clients using Google tools such as Google Ads, Google Data Studio, Google Merchant Center, Google Analytics and Google Tag Manager.*

*In addition I had the opportunity to learn how to stay in touch with customers through the use of CRM (Customer Relationship Management). All the work is done in Spanish and it is the best way to improve the language.*

*To conclude, I can say that this experience made me grow a lot, both on a professional and personal level and I am very happy I made this choice.*





# SHAYMA KOUTOU

3rd year of Bachelor Management and Marketing

*I would like to thank my team who trained me throughout my internship where I never stopped learning new things, sometimes very technical, but the patience of my colleagues allowed me to be autonomous very quickly. This aspect of learning and the diversity of the tasks to be carried out is in my opinion the strength of the company.*

*Indeed, I was able to familiarize myself with several software and applications such as Google Ads, Google Data Studio, Google Analytics, Google Merchant Center or software such as Semrush, Infociv and the company's database.*

*I've done website translation via Wordpress to help the company offer its services in France, programming to collect the database of French businesses, made phone calls to communicate with potential customers or modified product names to improve the referencing of our customers.*

*All the software from the Google suite, sales techniques, programming, database use are elements that I learned to use here without any experience and I thank Alcalink again for trusting me.*

*Within the company, the atmosphere is both relaxed and professional which allowed me to train without negative pressure or unnecessary stress. Finally, if I have to quote 3 words to describe Alcalink, they have professionalism, indulgence and benevolence.*

# KEASY LENOHIN

3rd year of Bachelor Management and Marketing

*I had to work in the Search Engine Marketing (SEM) department where I've learned how to use different platforms such as Google Ads, Merchant Center, Analytics or Data Studio.*

*With those tools I had to think about different strategies to help our clients to grow their sales. Thanks to my tutor's training, Miguel Ángel, I've learned quickly and efficiently enough to make great results.*

*That's why one of the best things in the company is that you can see the results of your own work. Indeed, the employees give you a lot of autonomy where you can see yourself the different problems and suggest ideas to the team to make the job done in a better way.*

*Furthermore, the diversity of the multiple tasks that were given to me made my experience in the company more complete and instructive.*

*Finally, Alcalink is not only a great company for their works skills but also for the team spirit they offer everyday. The members bring a warm atmosphere that makes you want to work more with those people.*

*An amazing experience that I recommend for sure!*





# LETICIA MARTOS

*For three months I had the opportunity to do an internship at Alcalink eCommerce & Online Marketing in the Search Engine Marketing(SEM) department.*

*My experience in this company has been very positive and enriching.*

*It has helped me to acquire new knowledge, both theoretical and practical that I have not been taught during my studies.*

*I had to learn from scratch how the platforms worked and the correct way to configure them.*

*Those platforms were Google ADS, Merchant Center, Tag Manager, Analytics and Data Studio.*

*To have never work with those platforms before was not a problem for me as I was given training courses and manuals made by my own tutor Miguel Ángel that helped me a lot during the first weeks of my internship.*

*In the end, a great work experience that I would repeat!*



# MARA ZAMARIAN

3rd year of Bachelor Management and Marketing

*I would like to thank my team who trained me throughout my internship where I never stopped learning new things, sometimes very technical, but the patience of my colleagues allowed me to be autonomous very quickly. This aspect of learning and the diversity of the tasks to be carried out is in my opinion the strength of the company.*

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# SAMUELE CASTELLO

*Ciao!*

*I'm Samuele Castello, a young italian passionate about the marketing world.*

*After graduating from my Master's degree in Organization and Marketing at La Sapienza University of Rome I decided to have a new experience in a stranger country to improve my practical skills and right at the moment I found Alcalink!*

*I worked three months as a SEM specialist and I did advertising campaigns for clients both on Google and Facebook; in particular I created shopping campaigns for different e-commerce and I made Facebook ads to attract new clients for Alcalink.*

*During my period in Alcalink I learned how setting up campaigns and the main Google platforms (such as Merchant Center and Tag Manager) and how to make reports for the clients through the information of the website back office and other platforms (like Analytics and Data Studio).*

*Working with Facebook I improved my skills for making campaigns, setting targets and realizing content with a better quality. I also had the opportunity to use my creativity to find new solutions.*

*Living in Spain gave me the opportunity to improve my spanish and visit new cities, meeting new people and discovering a different culture.*

*I think it has been a good experience that gave me also a lot of value inside the job market.*

# GIORGIA RAGUSA

Last Year of the Bachelor degree in Public Relation

*What a beautiful experience,*

*If you have the desire to learn new things in digital marketing and are ready for an experience abroad, Alcalink is the perfect solution.*

*From the very first moment I set foot in the office I immediately felt the welcoming atmosphere and I knew it would be a positive experience.*

*I basically started from zero, because I didn't have any experience in the digital marketing field but here I found a wonderful team who had the patience to teach me everything in detail.*

*Within a few months I acquired many skills, in particular I learn to manage independently campaigns for Spanish clients using Google tools such as Google Ads, Google Data Studio, Google Merchant Center, Google Analytics and Google Tag Manager.*

*In addition I had the opportunity to learn how to stay in touch with customers through the use of CRM (Customer Relationship Management). All the work is done in Spanish and it is the best way to improve the language.*

*To conclude, I can say that this experience made me grow a lot, both on a professional and personal level and I am very happy I made this choice.*





# EMANUELE DÍAS FERNANDES

2nd year Master's degree in Organisation and Marketing for Business Communication

*Working at Alcalink was a very positive experience for me. As soon as I walked into the office, I immediately felt that the atmosphere was familiar and welcoming, and my colleagues were very helpful in helping me learn the job.*

*In just a few months, I was able to expand my knowledge significantly, moving on to independently manage Google Ads campaigns and use all the products of the Google Suite.*

*One aspect that struck me in particular was the attention and willingness of colleagues to teach and share their knowledge and skills, which is a positive sign of a collaborative and team-oriented working environment.*

*One of the challenges I had to face was the language, as I had never studied Spanish before starting the placement. But this was not a problem! After 2 months, I was able to work independently with the PC in Spanish and talk to my colleagues without any problems!*

*All in all, working at Alcalink was a very positive experience for me, both professionally and humanly. I think this experience has prepared me very well for my professional future and I am grateful to my colleagues and the company for giving me this opportunity.*

# PATRYCJA DWORNIKOWSKA

Third Year of the Bachelor degree in Business & Management/Spanish

*I am delighted to have completed my 7-month internship at Alcalink, which was part of my university studies.*

*I quickly learned the ins and outs of this dynamic field thanks to the video courses, manuals, and the guidance of my colleagues and supervisor.*

*My tasks mainly consisted of creating and optimizing Google Ads campaigns and managing Google platforms such as Merchant Center and Tag Manager, but I also managed Facebook Ads and Bing Ads. In addition, I was responsible for preparing plans for the improvement of customers' website, preparing social media plans, and performing human resources tasks.*

*Another enriching aspect of the internship was living and working with interns from different countries. Not only did I have the opportunity to improve my Spanish language skills, but also English and Italian. In fact, I spoke four languages daily for a couple of months.*

*I am extremely satisfied with my internship experience, and I highly recommend it to anyone interested in the field of digital marketing.*

*The knowledge and skills I gained during my internship will undoubtedly serve me well in the future, and I am very grateful to have had the opportunity to work with such a great team.*

