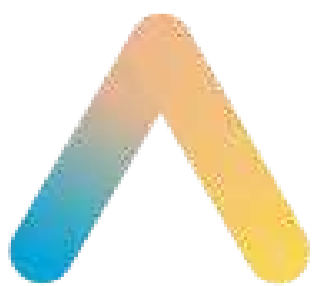


Become a Digital Marketing Expert

Internship



Alcalink

eCommerce - Marketing

www.alcalink.com



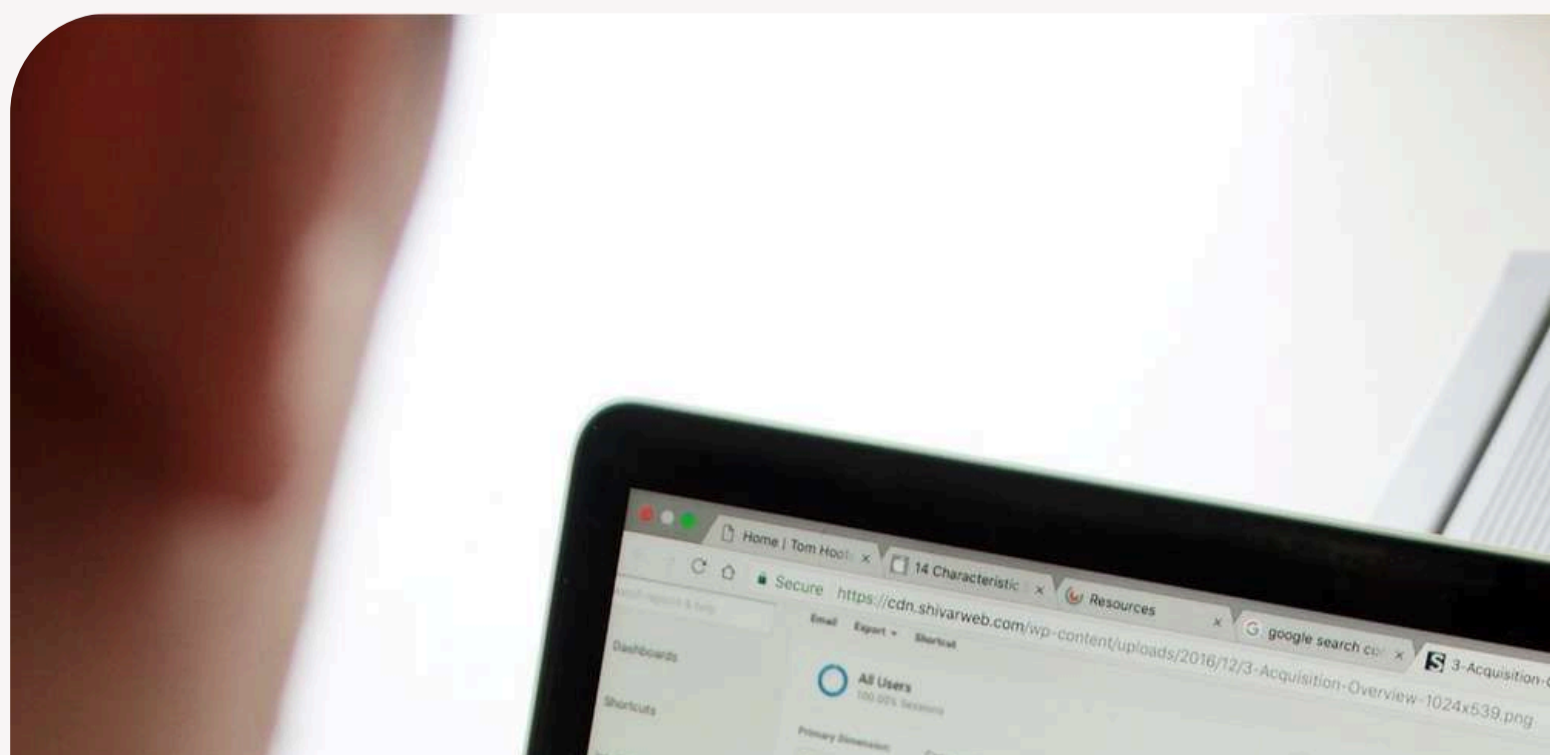
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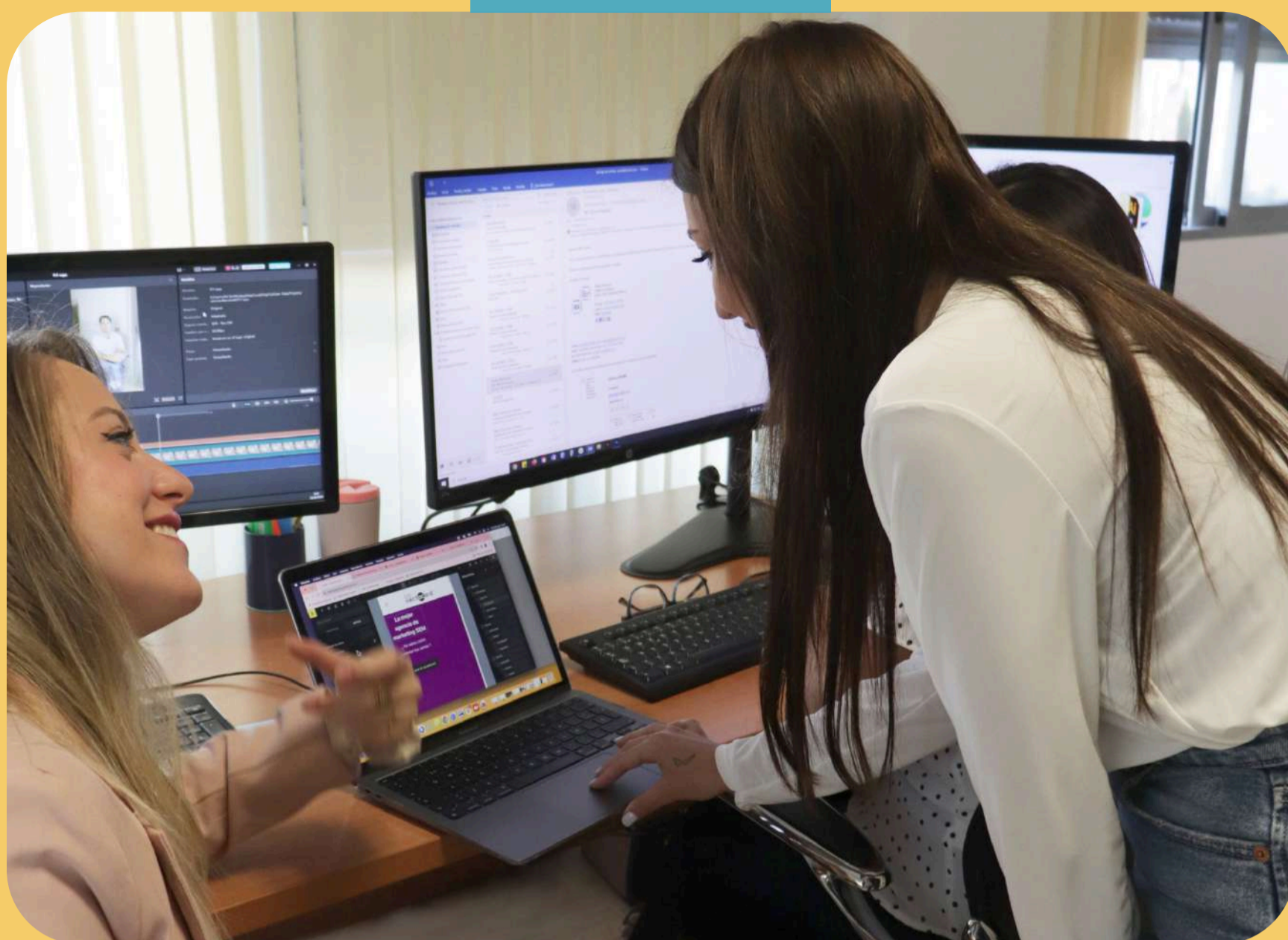
THE INTERNSHIP

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 a trainee, you will have the opportunity to work on **real-world SEM projects** and campaigns under the guidance of experienced professionals.





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.



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.

Analyze with GA4

You will use Google Analytics to track and analyzes website performance to provide valuable insights for data-driven decision-making.



Set up Google Merchant Center

Google Merchant Center is a platform for businesses to upload product data and manage listings on Google Shopping, enabling them to reach more customers and optimize their online retail presence.

Create reports with Google Looker Studio

At the end of the month, you will send our clients a monthly report on the results of their campaigns.



Social Ads

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



Market study

You will learn how to understand the different markets and score them, in order to recommend the best type of campaign for that business.



WebDesign

You will learn how to analyse and correct errors in websites, and also create landing pages and hide pages for various goals.



Email Marketing

You will communicate with customers and ensure that the automated marketing emails connect seamlessly with our free month subscription form.



Graphic Design

You will be challenge to make some graphic work, for example manuals for modules, in order to improve your critical eyesight and your skills.



ABOUT US



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

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 professionals with **10 years of experience** in digital marketing who work with clients to develop and execute effective marketing strategies that drive results.

PRESTASHOP

EXPERT ★★ ★

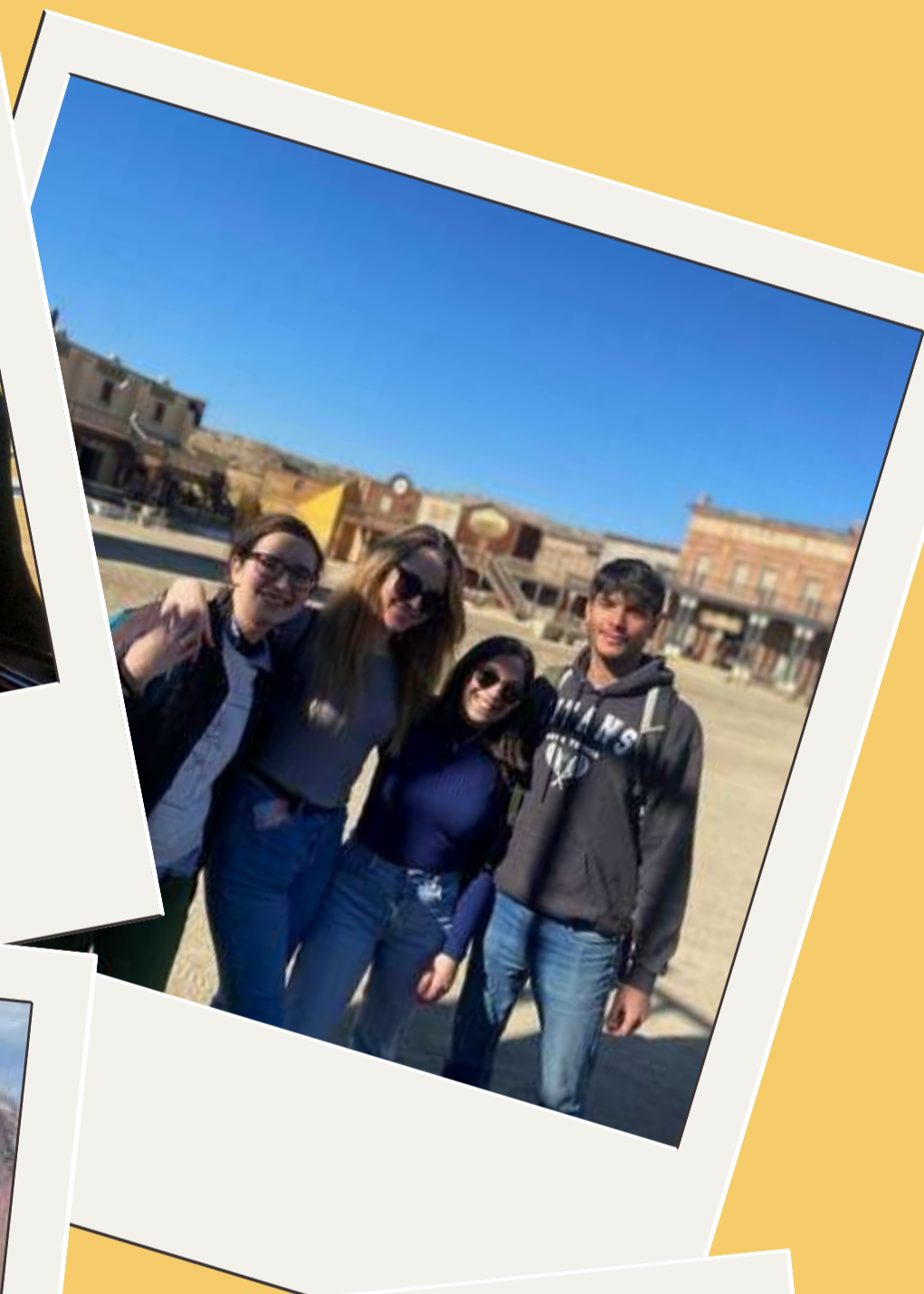


The working atmosphere is a factor we care deeply about.

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.

Free time





LORCA

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



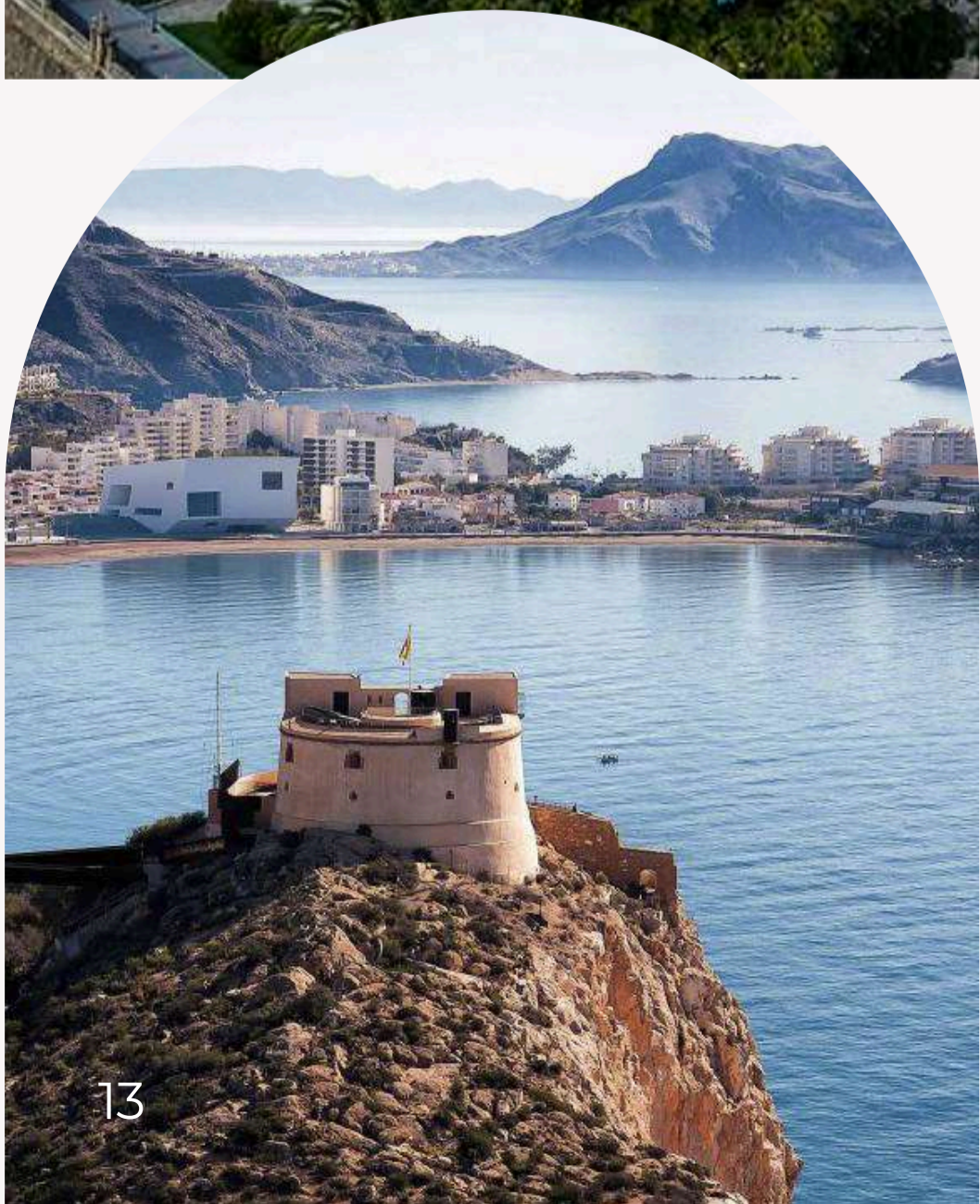
ALMERÍA

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



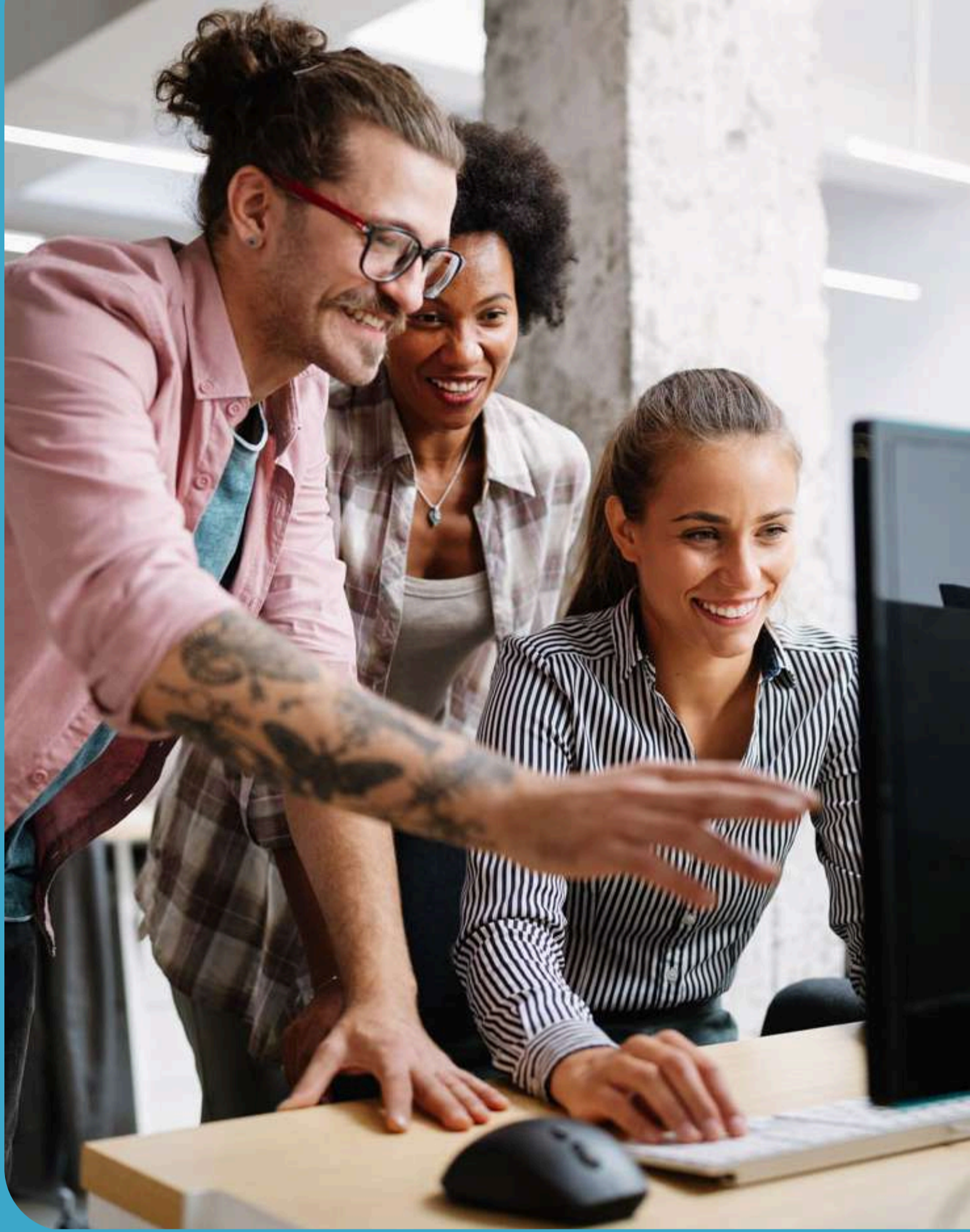
MURCIA

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



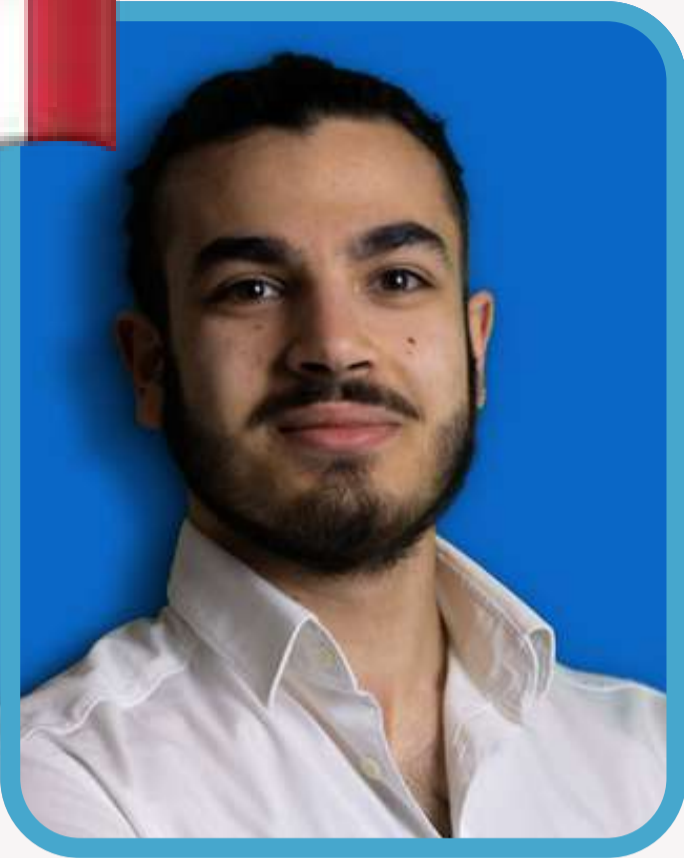
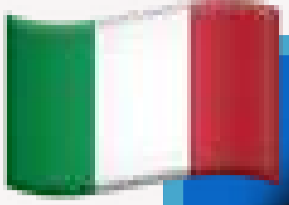
ÁGUILAS

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



THE TESTIMONIES

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



OMAR HAMMAMI

omar.hammami@alcalink.com

Last Year of the Bachelor
degree in Digital
Marketing

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.

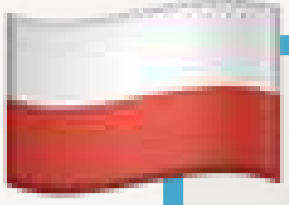
In these months, in fact, I had the opportunity to learn how to **independently manage campaigns** for Spanish and Italian customers.

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.



PATRYCJA DWORNIKOWSKA

patrycja@alcalink.com

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**.

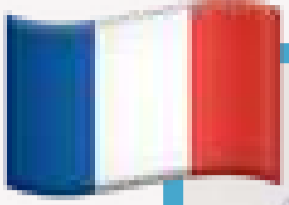
My tasks mainly consisted of creating and optimizing Google Ads campaigns and managing Google platforms such as Merchant Center and Tag Manager, but I also managed Facebook Ads and Bing Ads.

In addition, I was responsible for preparing plans for the improvement of customer's 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.

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.



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**.

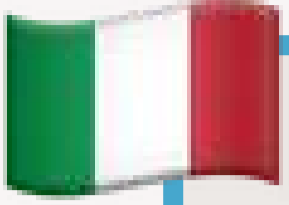
Indeed, I was able to **familiarize myself with several software and applications** such as Google Ads, Google Data Studio, Google Analytics, Google Merchant Center or software such as Semrush, Infociv and the company's database.

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**.

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**.



SAMUELE CASTELLO

Master's degree in Organization and Marketing at La Sapienza University of Rome

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**.



EVDOKIA OIKONOMIDI

Master's degree in
Business Administration

My internship at Alcalink was an amazing journey of **learning** and **growth**.

I came in with no experience with Google tools, but Alcalink provided excellent training materials (PDFs and videos) and supportive supervisors who patiently explained everything. By the end, I was confidently managing multiple campaigns.

They offer a **welcoming environment** for everyone, regardless of experience, and the chance to **work with real clients** in a professional setting.

Beyond the professional aspects, Alcalink fostered a **multicultural experience**. I met people from various backgrounds and explored the beautiful region, thanks to their remote work flexibility.

This internship equipped me with **valuable tools and experience**. The hands-on approach in a professional environment provided a solid foundation for my future career.

My favorite task was Google Analytics, fueled by my personal interest and the opportunity to learn more by helping others.

For new interns, my advice is to be open-minded and **embrace the challenge**, even with a language barrier. With positive energy and a willingness to learn, you'll thrive at Alcalink.



**COME BE PART
OF THE FAMILY**