LG Xplorers Internship Program

2026-2027 Edition

Marketing Digital → **E-Commerce Support**

Requirements:

- Degree in Computer Engineering, Business Administration, Marketing, Digital Communication or similar
- Medium-high level of English
- Microsoft Office package user level, valuable advanced level of Excel.
- Knowledge of graphic design programs (Photoshop, Illustrator...) and digital analytics tools (Google Analytics, Adobe Analytics, Search Console...) is valuable.
- Interest in the digital environment and trends in eCommerce, UX/UI, CRO and marketplaces.
- Capacity for analysis and synthesis, results orientation and attention to detail.
- Proactivity, ability to work independently and in a team, effective communication and desire to learn

Tasks:

- Updating and maintaining product content on our eCommerce platforms, in coordination with the commercial and marketing teams.
- Management and control of the digital catalog: registrations, cancellations and price updates, with learning and management of the Presashop and Magento platforms.
- Price control and monitoring, including competitor analysis.
- Monitoring and analysis of performance KPIs of B2C and B2B2C channels (traffic, conversion, sales, cart abandonment, etc.).
- Preparation of online sales reports, including analysis by product, channel, category, active promotions and conversion ratios.
- Benchmarking of the competition and support in promotional actions or special campaigns.

Life's Good.