



Digital Marketing Intern

Freedom Solar is the longest-running and largest solar installer in the state of Texas. Founded in Austin in 2007, Freedom Solar now serves every corner of Texas, Denver, and Colorado Springs. Our reputation in both residential and commercial solar is based on our dedication to quality and service.

At Freedom Solar, our mission is to empower everyone to get clean, affordable, and reliable energy from the sun. We take great pride in living by these 6 principles every day:

- Pride in Quality Craftsmanship
- Go Above and Beyond
- Put People First
- Have a Humble Heart
- Give a Damn
- Shoot Straight

Our mission is the heart of who we are. It's a part of why we've been voted Best Places to Work in 2019 and 2020 by the Austin Business Journal! We are experiencing rapid growth. In the past year, we have added **over** 200 new jobs throughout Texas and opened two brand new locations in Colorado. We are spreading the Solar Revolution!

Position Responsibilities: Analyze website and specific digital ad campaigns to identify, recommend, implement, and measure conversion rate optimization opportunities. Improve lead generation from inbound marketing efforts by A/B testing ads and landing pages, and calculator/quiz to identify the most effective and efficient conversion path to maximize the number of high-quality leads at the lowest cost. Scope includes organic pages, social media advertising, and paid click advertising campaigns.

Required Qualifications:

- Strong verbal and written communicator
- Team player
- Excellent project management and organizational skills
- Attention to detail
- Expert level in Google Analytics and G-Suite Tools (e.g. Sheets)

Preferred Qualifications:

- Working knowledge of Google AdWords, Facebook Advertising, Microsoft Advertising, and/or Wordpress
- Pursuing a degree in Business, Communications, or Liberal Arts

Location: On-site at Freedom Solar headquarters - 4801 Freidrich Lane, Ste. 100, Austin, TX 78744

Hours: 25-29 hours to be worked M-F between 8am and 6pm (flexible)

Pay: \$15/hour