



# Digital Marketing & E-commerce Performance Intern at Good Jamu

**Location:** Amsterdam | **Start date:** January 2026 | **Hours:** 32–40/week | **Compensation:** €250/month

## Are you a social media native and want to help scale a purpose-driven wellness brand?

Are you passionate about digital marketing and eager to help scale a purpose-driven wellness brand by driving measurable e-commerce growth?

At Good Jamu, we make drinks that help people feel good, naturally by blending ancient Indonesian Jamu with modern wellness science.

As a fast-growing, Amsterdam-based brand, we're looking for a digital marketing-savvy intern who understands how to optimize websites, e-commerce performance and paid advertising. Working directly with our founders, our growth consultant and you'll use your marketing expertise to optimize our customer journey and turn digital channels into a growth engine.

## What You'll Be Doing

### Digital Marketing & E-commerce Development (60%)

- Analyzing website and e-commerce data to identify conversion opportunities and performance gaps
- Planning and managing paid digital advertising campaigns across platforms such as Google Ads, Facebook/Instagram and TikTok
- Testing ad creatives, audiences and bidding strategies to drive qualified traffic and boost sales
- Developing and proposing new digital marketing approaches for Good Jamu
- Creating systematic approaches to digital marketing as a scalable growth system, including dashboards to track key performance indicators and return on ad spend

### Customer Journey & Email Flow Support (40%)

- Mapping and improving customer journey touchpoints (website, emails, packaging, etc.)
- Setting up, creating and evaluating automated email flows (onboarding, upsell, reactivation) and newsletters Supporting campaign planning and activation from ideation to execution across digital channels
- Updating product pages, banners and web content for clarity and conversion
- Drafting campaign copy and developing marketing assets for email and paid ads



## What We're Looking For

- You're currently enrolled at HVA or UVA (Marketing, Communication, Business or a related field)
- You're available 32 40 hours per week for at least 6 months starting in September 2025
- You have a strong interest in digital marketing, e-commerce and data-driven optimization
- You have hands-on experience or coursework in digital marketing, websites, email marketing or paid ads You're analytical, strategic and comfortable with metrics and data
- You're fluent in English (Dutch is a plus!)
- You're passionate about purpose-driven brands and natural wellness
- You can work independently and take ownership of projects

## What We Offer

- €250 internship compensation
- Direct mentorship from founders on digital marketing strategy and business growth
- Opportunity to shape our digital marketing approach and potentially grow into a Growth Marketing role Flexibility to work on your own university assignment
- Real ownership over digital marketing and e-commerce performance
- A creative, collaborative environment where your expertise drives real business impact

## How to Apply

Send your CV and a short motivation to [milad@goodjamu.com](mailto:milad@goodjamu.com).

**Show us your digital marketing expertise:** share an example of a campaign or optimization you've executed or an idea you think Good Jamu should test, and explain why it would improve our e-commerce performance

Ready to use your digital marketing skills to build something meaningful? We'd love to see what you can do.