

# Marketing Intern

## **About the role:**

As a Graduate Intern- Marketing you will be working across various functions of the marketing in an e-commerce D2C environment.

This 6 months internship with rotation within the department will allow you to gain experience and learning in several marketing functions. This is also followed by the possibility of a full time opportunity.

If you are a passionate marketer looking for experience in overall digital marketing at the start of your career....this opportunity is for you!!

## **Responsibilities:**

### 1. Performance Marketing:

- Working on strategizing and executing digital campaigns on various social media/platforms.
- Liaising with agency and ad partners to drive optimum Return on Ads Spend
- A/B testing various methodologies for each digital campaign to drive user traffic to the new website and markets
- Planning weekly and monthly campaign calendars
- Project management around all of the above and affiliate ad networks & publishers

### 2. Digital Analytics:

- Working on Daily/Weekly/Monthly campaign analysis
- Creation of Media Mix and Budget Optimisation models
- Data driven Attribution modeling
- Creation and measurement of quarterly demand plans

### 3. Customer Experience:

- Working with the product team to determine best possible consumer journey on the platform
- Personalisation of ads, landing pages and home page based on previous customer behaviour data
- Strategising and executing projects based on Detractor data from NPS around Website experience, supply chain and other areas
- Conceptualising features on the app and website based on consumer data and creation of business requirement documents for product team to use

### 5. Channel Management:

- Account Management of all our channel partners both online and offline
- Store and Campaign Management, with specific focus on Amazon
- Identifying, shortlisting, onboarding and training of new partners for sales, customer service, installation and other value added services
- Managing customer experience and brand score on each platform

### 6. Social Content creation and Marketing:

- Managing and growing engagement, followers on various social platforms.
- Managing social media calendar, copy and scheduling
- Manage merchandising, collateral printing and event organization.

- Working on app engagement metrics with the product team to increase daily active users on platform

**Required Skills & Qualifications:**

- Bachelors in Marketing/Social Sciences/Business or any related fields
- Good understanding of numbers, proficiency in MS Excel and Powerpoint
- Ability to structure and excel in an ever changing dynamic environment
- Understanding of social media as a consumer
- In tune with current trends for consumer apps and online marketing
- Genuinely interested in learning and getting their hands dirty