

meshtable\*

## Digital Marketing Internship - Summer / Fall 2016

Singapore | Intern

Have you always been fascinated by how startups start from nothing, develop a product, and rapidly grow to tens and hundreds of thousands of users within a few months' time? Do you want to help make that a reality and have a direct impact on an organization? Would you like to gain experience in one of the most vibrant startup hubs and exciting cities in the world? If you answered "YES!" to all of the above, meshtable\* is for you.

At meshtable\*, we are presenting the right people with a very rare opportunity to join us and be part of an exciting period in the life of a startup -- the first launch and scaling up of a new product. The lead up to a launch is one of the busiest and hardest periods every startup must go through. At the same time, it is also one of the best opportunities to learn and sharpen one's business skills.

### About the Company

We are a newly launched SaaS (Software as a Service) solution startup, believe to be solving problems in the Food & Beverage industry. We will offer a cloud-hosted platform for our customers and end-users. Our sales are initially focused within Singapore, but with the aim of becoming a global player in the next three years. We target on becoming one of the world-leading SaaS provider in the Food & Beverage industry. With an aim to achieve this goal, we are looking for creative and resourceful people to join this journey. We provide a work environment that challenges you to be your best, to learn, to grow and to enjoy the process.

### Responsibilities

We are offering a Digital Marketing internship opportunity for someone who wants to make a difference! The three-month internship offers an opportunity to gain hands-on experience in an exciting startup. You will not only sharpen your practical skill-base supporting meshtable's\* SEO, social media, and email marketing campaigns, but also gain an understanding of business development in a startup. Your tasks include:

- Assisting in the launching of meshtable\* App
- Working with the business team on developing digital marketing strategies and engaging followers and customers, which includes:
  - Driving online traffic through various digital marketing and growth hacking activities
  - Generating content for blog, email marketing and social media accounts (e.g. facebook, linkedin, twitter)
  - Monitoring, analyzing, and optimizing various marketing channels
- Building relationships with Influencers, Bloggers, and Online Media Outlets
- Conducting market research, surveys and user testing
- Coordinating focus groups and other customer development activities
- Attending customer and partner meetings
- Helping in other ad hoc activities as appropriate and necessary

### Requirements

Great interpersonal skills, self-driven and passionate about entrepreneurship

Excellent verbal and written English skills

Familiar with using social media in a marketing context, understanding of basic SEO concepts

Ability to manage multiple tasks and strategies, and detail-oriented

Ability to work independently and complete projects, and work as a team

Plus, if you have experience in a Startup/Digital Marketing environment

Plus, if you have proficiency with Photoshop/Illustrator and WordPress

To apply for the Digital Marketing Intern position at meshtable\*, you must submit a cover letter, resume and references to [contact@meshtable.com](mailto:contact@meshtable.com).