

UrMart



UrMart Internship (Current - 31st August, 2018)

Job description

Practicing marketing in UrMart helps you to understand how we generate a community with 300,000 health-oriented members in Taiwan. We analyze living habits of people's everyday life through our collection and user feedbacks. We have been selecting high-quality and breakfast food to health-oriented consumers. Now MorningShop, our 1st selection shop, is already the top rank cereal shop in Taiwan and aiming to expand the community to Indonesia. We look for highly motivated individuals to grow our team.

Key responsibilities

- Understanding and identifying key user issues, providing feedback to other team members
- Manage the performance of Facebook page, Instagram page, Facebook Ads, Adwords SEM, and retargeting accounts
- Data Analysis - Analyzing marketing performance data and take prompt actions
- Monitor correlation between marketing strategy and performance
- Be part of campaign creation. Generate and execute test ideas
- Handle Marketing performance report generation

Requirements

- Must be able to commit till 31st in August, 2018 (office time in Taipei: 2.5 days per week)
- Strong interpersonal and communication skills - both written and spoken
- Able to communicate effectively in English, Bahasa Indonesia and Madarin Chinese.
- Analytical and data driven
- Passionate about digital marketing
- Must be meticulous - detail oriented and sensitive to numbers
- Fast learner and proactive
- Prior experience in eCommerce is a plus

What will YOU get?

- Coming across to a product from zero to one
- Learn industry standards of optimizing Customer Acquisition Cost
- 360 exposure in Online Marketing processes
- Working with other talented individuals like yourself
- Fully stocked pantry... with all kinds of cereals, supplements and Nespresso coffee for free!

Send the Resume or CV to us: gaga@morningshop.tw