



## MorningShop Internship

(Current - 31st January, 2018)

### Job description

Practicing marketing in MorningShop helps you to understand how we generate a community with 300,000 cereal lovers in Taiwan. We analyze living habits of people's everyday life through our collection and user feedbacks. We provide various high-quality and breakfast food to health-oriented consumers. Now MorningShop is already the top rank cereal shop in Taiwan and aiming to expand the community in Taiwan, Indonesia, Malaysia and Thailand. 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 January, 2018 (office time in Taipei: 2.5 days / week)
- Strong interpersonal and communication skills - both written and spoken
- Able to communicate effectively in English, Bahasa Indonesia or Bahasa Malaysia or Thai.
- 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 and Nespresso coffee for free!

Send the Resume or CV to MorningShop: [gaga@morningshop.tw](mailto:gaga@morningshop.tw)