

Cargobase is looking to hire a Digital Marketing Intern to help and support our digital strategies. In this opportunity, you'll work closely with the Global Digital Marketing Manager to build up Cargobase's global marketing efforts. The ideal candidate is someone who is keen to learn and not shy to be hands-on. You will be given the opportunity to share ideas, present them to the management and execute them upon approval. Key Responsibilities:

- Plan and execute digital marketing activities, including SEO/SEM, marketing database, email, social media and display advertising campaigns
- Design, build and maintain social media accounts
- Measure and report performance of all social media marketing campaigns, and assess against goals (ROI and KPIs)
- Identify trends and insights, and performance based on the insights
- Create and copywrite basic advertising assets in the form of copy, video, and images
- Organise webinars
- Brainstorm new and creative growth strategies
- Assist in other marketing activities.

Requirements:

- Singaporean/PR Citizens
- Diploma / Degree in Marketing or related discipline
- Basic knowledge of Google Analytics, SEO, SEM, and PPC
- Experience in wide variety of modern marketing platforms/tools, such as Adobe Suite, Hubspot and HTML, etc
- Able to work in a fast-paced environment and handle pressure well

Interested applicants, please send CV to: lynette@cargobase.com