

Company profile for Partner Singapore Internship Program 2024

Company Name :	Nightify
Brief Company Description :	<p>We are a dynamic tech company focused on revolutionizing the nightlife experience. Our products, Nightify and Nightify for Business, are designed to enhance customer experience and operational efficiency in bars and nightclubs. Nightify is a user-friendly table booking application, while Nightify for Business is a comprehensive backend application integrated with a Point of Sale (POS)</p> <p>At Nightify, we believe in making nightlife more accessible, exciting, and connected. Join us in shaping the future of nightlife!</p>
Hours of Work :	9am-5pm*
Working Days:	Monday-Friday (Hybrid)
Monthly Allowance:	6000 Baht
Location:	193/20 Lake Rajada Building 3rd floor (8 minute walk from Asoke BTS/MRT station)
Job Description(s): 1. Social Media Management: <ul style="list-style-type: none"> ○ Create and manage social media pages for Nightify on platforms such as Facebook, Instagram, LinkedIn, LINE, etc. ○ Help schedule, post, and monitor content in line with our content pillars and overall brand voice. ○ Adapt social media templates we provide, suggest new content ideas, and adjust visuals as needed. ○ Develop engaging content, including posts, images, videos, and stories, to promote our products and engage with our audience. ○ Brainstorm and propose new content types, including memes, text-based content, and creative short videos. ○ Monitor and respond to social media interactions, comments, and messages to foster a community. 2. Content Creation: <ul style="list-style-type: none"> ○ Assist in developing creative content for social media, website copy, and visual elements (e.g. developing key visuals and marketing/sales collaterals, selecting and cropping images, etc.). ○ Assist in creating SEO-friendly content for various platforms to ensure maximum visibility. ○ Help ensure all content aligns with our brand's voice and maintains consistency across platforms. 3. Campaign and Ad Support:	

- Support in tracking, analyzing, and adjusting ad/media buying campaigns on platforms like Meta Ad Manager.
- Assist in developing target audiences for campaigns, monitor performance, and suggest tweaks to maximize ROI.

4. Business Development & Venue Communication:

- Liaise between Nightify and venues to ensure smooth communication, providing updates and gathering content from partners.
- Assist in venue research and outreach for potential collaborations or new venue sign-ups, and reaching out to prospective clients.
- Participate in sales meetings and presentations as appropriate.
- Assist in business development tasks, such as keeping customer databases updated and tracking sales activities.

5. Market Research & User Acquisition:

- Conduct research on market trends, competitors, and target audiences.
- Provide insights and recommendations based on findings to enhance our strategies.
- Assist in developing user acquisition strategies to drive engagement and grow our follower base.

6. Brand Tone and Style Management:

- Ensure all messaging and content across platforms is in line with our playful yet impactful brand style.
- Help refine messaging and tone, ensuring it feels organic and engaging.

Internship Requirement(s):

- Currently pursuing or recently completed a degree in Marketing, Business, Communications, or a related field.
- Strong understanding of social media platforms and digital marketing trends.
- Experience with tools like Meta Ad Manager is a plus.
- Creative thinking and the ability to generate engaging content.
- Basic graphic design skills are a plus (e.g., Canva, Adobe Creative Suite).
- Strong organizational skills and attention to detail.
- Ability to work independently and as part of a team.
- Enthusiastic and eager to learn about marketing and business development.

Additional Note(s):

- Opportunity to Shape the Future: Join at a pivotal stage of our startup journey, where your ideas and contributions can directly impact the brand's trajectory and be a part of our story from the very beginning.
- Gain valuable experience in digital marketing and sales within a fast-growing tech company.
- Opportunity to work on real projects and directly influence strategies that could scale into a major brand.
- Get hands-on exposure and insight into Bangkok's vibrant nightlife industry, connecting with venues and experiencing how the industry operates.
- Mentorship and guidance from experienced professionals.
- Flexible working hours and a collaborative work environment.

For further queries, reach out to businessdevelopment@goldeneyecorp.com (*) to be changed accordingly