



Company profile for Partner Singapore Internship Program 2024

Company Name :	Seven Peaks
Company Website :	www.sevenpeakssoftware.com
Brief Company Description :	<p>Seven Peaks is a world-class technology company specializing in Digital Transformation for companies worldwide, delivering scalable software solutions and experience design, aimed at driving business impact.</p> <p>We are based in Bangkok, Thailand, with a growing team of more than 180 industry professionals from over 25 different countries currently providing end-to-end Digital Product services - from Product Design, Mobile/Web Development, Cloud Native Solutions, Data and Analytics, IOT Integrated solutions to Quality Assurance and more. Seven Peaks acquired Morphosis, one of the leading UX/UI design companies in Thailand which is now part of the Seven Peaks group.</p>
Hours of Work :	9am-5pm*
Working Days:	Monday-Friday
Monthly Allowance:	Recommended 5000 Baht and above*
Location:	The PARQ, Unit no. 1-16, 5th Floor (East Wing), 88 Ratchadaphisek Road, Khlong Toei, Bangkok 10110
Job Description(s): <ul style="list-style-type: none"> • Assist in planning and executing end-to-end marketing campaigns using MarTech tools, including Insider, MoEngage, Adobe, and similar platforms. • Develop a deep understanding of the target audience, market segments, and customer personas to create personalized and impactful messaging. • Collaborate with cross-functional teams, including marketing, design, and engineers, to develop marketing assets such as push notifications, email campaigns, and other relevant materials. • Utilize data and analytics to measure campaign performance, identify key insights, and make data-driven decisions to optimize campaigns for maximum impact. • Conduct A/B testing and other experiments to improve campaign effectiveness and conversion rates. • Stay updated on industry trends and emerging MarTech tools to identify new opportunities for enhancing campaign performance and customer engagement. • Monitor and report on campaign metrics and KPIs, providing regular updates to stakeholders and senior management. • Work closely with marketing automation and data teams to ensure seamless integration of 	

MarTech tools and platforms.

Internship Requirement(s):

- Need to have commenced a bachelor's degree in marketing, communications, business, or a related field.
- Available for a full-time internship for a minimum 3 months
- Have basic knowledge in planning, executing, and optimizing marketing campaigns, preferably in a MarTech-focused role.
- Knowledge and hands-on experience with MarTech tools such as Insider, MoEngage, Adobe

Marketing Cloud, or similar engagement platforms is a plus but not a must.

- Enthusiastic about learning data analysis and adept at transforming insights into practical recommendations.
- Project management skills, with the ability to prioritize and manage campaigns.
- Analytical and problem-solving abilities, with a keen eye for detail.
- Excellent written and verbal English communication skills.
- Familiarity with marketing automation platforms and CRM systems is a plus.
- Ability to thrive in a fast-paced and dynamic environment.

Additional Note(s):

About The Role

As a Storyteller Intern at Seven Peaks, you will have the unique opportunity to weave compelling narratives that resonate with a global audience. Your role will be integral in shaping the voice and messaging of the company, ensuring that our digital presence is not only informative but also engaging and memorable. In this position, you will work closely with the Marketing Department to develop and implement storytelling strategies that align with our overall business objectives and brand identity. Your creativity, combined with your understanding of our audience and digital platforms, will enable you to craft stories that captivate our clients and help drive business growth. This is a chance to put your storytelling skills to the test in a dynamic, fast-paced environment and make a real impact in the tech industry.

Benefits:

- 5 days work week.
- 13 Public Holiday.
- Flexible working hours.
- Certificate for completed internship.
- Free Lunch every Wednesday.
- An office in the heart of Bangkok, connected with MRT Queen Sirikit station.
- International work environment with over 35 different nationalities in the team.
- Opportunity to visit events and conferences.
- Standard perks such as free drinks and snacks in the office, team activities, trips and great parties.

For further queries, reach out to businessdevelopment@goldeneyecorp.com

(*) to be changed accordingly