

Incredible Growth internship opportunity at a Fynd-backed company Frolic

About Fynd

Fynd backed by Reliance is India's largest omnichannel platform helping retail businesses accelerate growth. Our technological solutions combine integrated stock visibility and tailored logistics across demand channels for a consistent and seamless experience. Fynd brings focus back to customers and drives interactions within the brand's omnichannel ecosystem—ultimately, unlocking sales and engagement.

We started in 2012 and later in 2019, was acquired by reliance and became a part of the reliance group. Since then Fynd has diversified into different verticals- gaming being one such vertical.

About Frolic

Fynd has launched Frolic- a competitive play-to-earn gaming app with live battle mode, immersive social community & 25+ games. This play-to-earn gaming app comes with 25+ games across different categories including action, arcade, sports, adventure and puzzles. Frolic is more than just a gaming portal, it is also a social networking zone for people to share photos/videos, interact with each other, post memes, and be a part of the gaming community. We have incredible features in the pipeline including crypto & NFTs, and currently we are a team of 42 members. If you wish to know more about Frolic? Head over to this link! <https://bit.ly/FrolicFirstPost>

At Frolic, we have an interesting internship opportunity for the smart folks out there who have a zeal to learn!

Intern's key responsibilities

Promote Frolic and make more people download Frolic.

- Your daily responsibilities will include:
 - A. Co-build and execute growth strategies along with the growth leaders from Fynd
 - B. Contribute towards the growth of the Frolic app by promoting the app and increasing the downloads.
 - C. Get more people to follow Frolic across all the social media channels by generating buzz.
 - D. Work on the growth tactics and roadmap set by Frolic to get more and more downloads from various platforms.

Learnings

We will conduct daily sessions focussing on the basics of digital marketing and digital growth. The sessions will largely be touching upon the basics of FB and Instagram Ads, Organic product growth and Product led growth. Each day a leaderboard will be shared- representing the number of downloads contributed by each intern. Interns can earn upto ₹20,000 monthly (T&C's apply). Apart from that it will be a fun internship program where they will get to learn about the ins and outs of the gaming industry, meet like-minded people & ofcourse play lots of games!

Perks

- You get a Growth Achiever certificate issued by Frolic that you can show off on your resume & LinkedIn profiles.
- Earn upto **₹20,000** depending on the number of installs provided by you. Here is a breakdown of the incentives:
 - A. **50 installs-** Growth Achiever Certificate + ₹1000
 - B. **100 installs-** Growth Achiever Certificate + ₹2000
 - C. **250 installs-** Growth Achiever Certificate + ₹5000
 - D. **500 installs-** Growth Achiever Certificate + ₹10,000
 - E. **1000+ installs-** Growth Achiever Certificate + ₹20,000

Duration & Location

1 Month & Work From Home.

How to Apply?

Interested interns can apply via this link- <https://bit.ly/FrolicInternApplication>. Someone from Frolic's team will get in touch with you.