

Job Information

Post Title	Growth Hacker (Summer Intern)
Company Name	TradeMonday
Business Nature / Introduction	Big Data and Artificial Intelligence
No. of Vacancy	2
Work Location	Hong Kong
Role / Responsibility	<p>Growth Hacker, A Cyberport Accelerator Startup Expertizing in Big Data & A.I. The Company TradeMonday is an innovative data analytic startup focusing on B2B Big Data and Artificial Intelligence solutions.</p> <p>We are backed by Cyberport and investors in the US. We are now ambitious to rapidly expand into the local Fintech and RetailTech market. We are looking for a highly passionate and competent Growth Hacker to join the team and grow together with our business.</p> <p><i>Your role</i></p> <ul style="list-style-type: none">• You have to drive for innovative B2B growth marketing strategies.• You have to take care of the full funnel in 2B-3C-2R -- brand proposition, brand awareness, client acquisition, client activation, client retention, revenue and referral.• You have to be self motivating to TEST and LEARN and GROW.• You have to understand DATA and act with DATA.• You have to manage the products and ensure related Fintech and RetailTech projects are executed in a quality and timely manner. <p><i>What you have to do?</i></p> <p>It's simple, you just get 1 task -- do whatever everything to grow the product & business... Content Marketing, SEM, SEO, Facebook Advertising, Instagram Advertising, LinkedIn Advertising, Email Marketing, Google Analytics, A/B Testing, Traffic Optimization, Conversion Optimization, Onboarding Optimization, Usage Optimization, Marketing Automation, Referral Program, Copywriting, Webpage Design, Visual Design, Exhibition, Seminar, Customer Research, Competitor Research, Market Research, User Story Preparation, Project Management, Stakeholder Management, Quality Management, Client Management, Business Proposal Preparation... and yeah!</p> <p>Sure please also don't miss celebrating and cheering with the team for every success!</p>

	<p>Who are we looking for?</p> <ul style="list-style-type: none"> • 1-2 years hands-on experience in Digital, E-Commerce or related roles. Previous experience in startup is highly preferred • Creative thought process and familiar with startup environment • Demonstration of your capability to well manage the only task “You have to do” • We get our team in HK, US and India, so please ensure you are brilliant to work with people of diverse backgrounds and cultures in both Chinese and English • You are open to WORK FROM HOME, so please ensure you are great to work independently, and have strong self-motivation and drive to get things more than well done • We are a startup, we are chill, but we are also a B2B data solution provider, so please ensure you can effectively communicate with both internal and external customers in professional manner
<p>Requirements / Qualification</p>	<p>Preferred Qualifications: Research postgraduate/taught postgraduate/undergraduate graduates in the following fields of study:</p> <ul style="list-style-type: none"> • Design • Retail and Marketing • Technology <p>Other Requirements: 1-2 years hands-on experience in Digital, E-Commerce or related roles. Previous experience in startup is highly preferred</p>
<p>Application Method</p>	<p>Please send the following documents to alvin@trademonday.com :</p> <ul style="list-style-type: none"> • Cover Letter • CV • ePortfolio

** This part-time job opportunity will be counted towards WIE only if student has worked for 120 hours or more.*

Note on Minimum Wage Ordinance

Please note that statutory minimum wage does not apply to student interns as well as work experience students during a period of exempt student employment. Please refer to the [Notes for Student Employees and Employers at the Labour Department](#).

If you want to accept a job paid below the statutory minimum wage (including no-pay internship), please send a written request to tcwie@polyu.edu.hk for issuance of the corresponding document.