

Search Engine Marketing (SEO&SEM) Intern

Location: InnoCentre @Kowloon Tong

Company

FonFair Technology Limited (Ola Tech is our marketing brand for FonFair Technology)

Contact

jobs@ola.tech

Job Description

You are a creative brain who has prior experience in SEO marketing strategy planning. We are launching our marketplace for refurbished tech products and growth hacking through implementing a comprehensive SEO plan. We are looking for a sharp brain who have experience with the following:

- Organic search optimization and ROI maximization
- Knowledge of keyword research and data mining tools
- Identify key SEO KPIs
- Monitor redirects, click rate, bounce rate, and other KPIs
- Experience with A/B testing and other testing metrics
- Understanding of search engine algorithms and ranking methods
- Experience with SEO industry programs, such as Google Analytics
- Manage social media platforms and content marketing to align with SEO best practice
- Experience in social media platform advertising, such as Facebook
- Knowledge of HTML, CSS, JavaScript
- Work with web developers and marketing teams to properly implement SEO best practices

We love candidate that can:

- Easily learn new technologies, languages or frameworks and put it to use quickly.
- Self-identify the gaps in your skills and your team's skills and fill them in a short time.

This role is a unique opportunity to eco-friendly advocate and make an impact on day one. This person has to be passionate in environmental sustainability and entrepreneurship. We are looking for a self-motivator who is looking to become an integral part of the core team by creating value to eco-friendly community and promoting environmental sustainability.

Why us?

Ola.Tech is the marketplace for refurbished electronics with simple and secure trade-in platform. We create a platform for sellers to price used smartphones through AI, and buyers to purchase refurbished electronics with quality assured by warranty. Our mission is to maximise reuse and recycle of electronic devices. We help the community on recycling electronic devices in a simple, secure and sustainable way. We also work with corporates to help manage their idle electronic devices for environmental sustainability. Our partners include SmarTone, 3HK, CSL, Salvation Army and Rotary Club, etc. As a startup, we emphasize a lot on company culture to provide an environment that can facilitate both personal and company growth among team members by promoting radical transparency, direct communication and feedback sharing. You

will be able to learn how to run a startup and improve your communication skills. Lastly, we hope you can find your passion through this journey with us.

Top reasons to work for OlaTech

- Work with talented, energetic and fun co-workers in different background
- Learn how to run a startup business in short period of time
- Empower you to work with your own ideas
- External training budget and books coupons on Amazon – be constantly learning
- Great hand-crafted coffee by our co-founder
- Firechat with co-founders during happy hour
- We offer company share if you can prove you are the outperformer