

About iHashing

iHashing specializes in the development and application of artificial intelligence, blockchain technology, cloud development, and digital marketing. We are committed to Empower SME to Automate Biz, Make Growth & Enjoy Freedom, by Education, Adoption & Development of Blockchain Technology

Our services currently include: solution and development of applications, infrastructural services, Blockchain Software development, Smart Contract Audit, software technology consultation and digital marketing.

Without PRIVACY & SECURITY, there is no freedom! We take user Privacy very, very seriously. With any product or service developed, privacy is always kept in mind. And Security is what allows people to use a product or service without the fear of their information being compromised. A product or service without security is virtually useless to everyone.

Our clients across Asia extend to Hong Kong, Singapore, Malaysia, Vietnam, Thailand, Taiwan, and Australia.

Founded in 2017, and supported by Cyberport HK.

We are looking for 2 interns with below position and job description as below

Digital Marketing Executive Job Description

We are looking to hire an experienced Digital Marketing Executive to develop and execute effective digital marketing strategies to assist clients in achieving their business goals. The Digital Marketing Consultant's responsibilities include analyzing analytics to monitor customer engagement, overseeing clients' advertising campaigns, and identifying ways to improve clients' search engine rankings. You should also ensure that clients' websites are attractive, informative, and user-friendly.

To be successful as a Digital Marketing Executive, you should be able to analyze large amounts of data and handle multiple projects without compromising on quality.

Ultimately, an outstanding Digital Marketing Executive should be knowledgeable of various digital marketing tools as well as demonstrate excellent analytical, problem-solving, and organizational skills.

Digital Marketing Executive Responsibilities:

Determining the most suitable business models for start-up businesses.

Developing suitable digital marketing strategies based on clients' business models.

Evaluating brands' target customers to identify the social media channels that would

provide the best opportunities for customer engagement.

Calculating clients' return on ad spend (ROAS) and comparing it against industry averages.

Evaluating clients' marketing budgets and allocating spending on various marketing needs accordingly.

Assisting clients in launching new websites and apps.

Assessing clients' current digital marketing strategies and suggesting improvements accordingly.

Performing SEO audits to identify various issues impacting clients' search engine performance.

Identifying new opportunities to encourage customer engagement.

Digital Marketing Consultant Requirements:

Bachelor's degree in Marketing, Communications, Business, or related field.

Google Analytics and AdWords certifications are advantageous.

Proven experience working as a Digital Marketing Consultant.

Sound knowledge of lead generation, digital marketing tools, social media platforms, and SEO best practices.

The ability to analyze large amounts of data.

Strong analytical and problem-solving skills.

Outstanding organizational and time management skills.

Excellent project management skills.

Effective communication skills.

Exceptional customer service skills.

Full Stack Developer

We are looking for a highly skilled computer programmer who is comfortable with both front and back end programming. Full Stack Developers are responsible for developing and designing front end web architecture, ensuring the responsiveness of applications, and working alongside graphic designers for web design features, among other duties. Full Stack Developers will be required to see out a project from conception to final product, requiring good organizational skills and attention to detail.

Responsibilities:

Developing front end website architecture.

Designing user interactions on web pages.

Developing back-end website applications.

Creating servers and databases for functionality.

Ensuring cross-platform optimization for mobile phones.

Ensuring responsiveness of applications.

Working alongside graphic designers for web design features.

Seeing through a project from conception to finished product.

Designing and developing APIs.

Meeting both technical and consumer needs.

Staying abreast of developments in web applications and programming languages.

Full Stack Developer Requirements:

Degree in Computer Science, IT or related.

Strong organizational and project management skills.

Proficiency with fundamental front-end languages such as HTML, CSS, and JavaScript.

Familiarity with JavaScript frameworks such as Angular JS and React.

Proficiency with server-side languages such as Python, Java, PHP, and .Net.

Familiarity with database technology such as MySQL, Oracle, and MongoDB.

Excellent verbal communication skills.

Good problem-solving skills.

Attention to detail.

Preferred:

- 1. School of Creative Media**
- 2. College of Business – Department of Information Systems**
- 3. School of Data Science**
- 4. College of Engineering**
- 5. College of Science**