



Digital Analyst Intern

Job duties

- Identify trends and insights from online data
- Plan, execute, and measure experiments and conversion tests
- Provide support to digital solutions analytics
- Assist in developing and implementing holistic digital strategy plan using data driven methodologies
- Monitor day-to-day performance on various online metrics and KPI
- Compile weekly reports on progress and performance on digital strategy
- Develop & execute quality content strategy for both local and international markets, from idea generation, copywriting, proofreading to material production
- Perform other ad hoc duties

Other requirements

- Strong command of spoken and written English, Mandarin and Cantonese is a must
- Responsible, courteous and punctual
- Excellent analytical skills
- Experienced with front-end coding languages such as HTML, CSS and JavaScript is an advantage

Hoopoe Technology is an experienced software and digital solutions provider based in Hong Kong, we apply our expertise in digital marketing, software development, and online strategy to help businesses of all sizes to promote their online presence. We are currently a tenant of Smart Space 8 of Cyberport Hong Kong. Hoopoe Technology embraces workplace diversity, we welcome people of varying gender, age, religion, race, ethnicity, cultural background, sexual orientation to join our dynamic team.

To learn more, please visit: <http://www.hoopoetechnology.com>

Send cover letter, resume and reference (if available) to recruitment@hoopoetechnology.com

Training Objective:

Understand how to expand business operation with the utilization of online digital marketing solutions using technical and data backed strategy.

The objective of this programme is to enable interns to master the following skills and knowledge:

Understand how businesses of all sizes can employ digital marketing solutions backed by technical and data driven methodologies. Intern students will be able to develop their analytical, reporting and communication skills.

Department of Interns: Digital Marketing

Training will be provided to students on the following areas:

- Digital Marketing Solutions Overview
- Business Workflow

Training methods include:

- Participating in meetings
- One on one mentorship
- Job shadowing
- Weekly feedback

Training Schedule:

1st month

- Familiarize with company operation
- Understand the Digital Marketing Channel Mix
- Develop excel skills (or similar spreadsheet applications) to manipulate and organize data
- Research market trend and capture data

2nd month

- Track KPI and develop reporting skills using data backed information
- Create presentation on market trend and reports using english/chinese
- Participate in digital marketing solutions campaign planning and execution

Additional information (if applicable):

Develop communication, analytical and written skills