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| <b>Company Name (English)</b> | AE Consulting Asia Tech Limited   |
| <b>Company Introduction</b>   | <p>AE Consulting Asia Tech Limited is an A.I. Company with growth hacking and technical systems integration services, serving the clients in both Germany, United Kingdom, Singapore and Hong Kong. The Asian Headquarter is based at Cyberport Hong Kong.</p> <p>With award winning research projects funded by Innovation and Technology Fund, AE has housed-owned research and development brand GrowthMind, which is an A.I. Business Intelligence software system (Saas) that can deliver excellent results in matching the expected ROI with the best marketing budget, for any size of the businesses, i.e. higher in ROI, lower in the budget.</p> <p>Data mining and machine learning with big data analytics skills the GrowthMind team owns, help companies acquire a huge number of data sets through Omni channels that help you get the best tactics to outperform the competitors.</p> <p>From the real-time social media listening and mentions, to the complicated prediction models, viral coefficient calculation of digital marketing assets, and A.I. heatmap tools for A/B testing, the all-in-one solution is tailor-made for companies who play heavily in e-commerce and Asian social media platforms.</p> <p>Latest Media coverage of founder &amp; the company:<br/> <a href="https://drive.google.com/drive/folders/1YLn1bRXBcqJ5jHy3ehGFZUt4bYFplatE?usp=sharing">https://drive.google.com/drive/folders/1YLn1bRXBcqJ5jHy3ehGFZUt4bYFplatE?usp=sharing</a></p> |
| <b>Company Website</b>        | <a href="http://www.growthmind.app">www.growthmind.app</a>  |

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| <b>Job Title</b>             | Growth Hacking (Full Stack) Intern (Cyberport Company)  |
| <b>Number of Job Vacancy</b> | 2   |
| <b>Job Nature</b>            | Technical & Business  |
| <b>Job Description</b>       | <ul style="list-style-type: none"> <li>● Acts as a go-to resource for up-to-date, accurate User Psychology and behavioral research and economic / market research</li> <li>● Bringing traditional and creative ideas how to grow those KPIs. - A/B testing those ideas.</li> <li>● Analyzing the data and users' feedback. - Exchanging ideas/data/feedback with other departments (Product, marketing, top management) in order to present results and make the product more user-centric.</li> <li>● Driving traffic to website, landing pages, social media, app</li> <li>● Working on a lean startup process. - Working with the AARRR Sales Metrics Diagram (Acquisition – Activation – Retention – Referral - Revenue)</li> <li>● Writing great technical SEO pieces for wordpress websites and social media, complying with the SEO technical specs to create content for the site, such as mastering Yoast SEO plugin, identifying primary keywords for fruitful ROI in social media post and Blog posts</li> <li>● Explore gamification opportunities to drive increased engagement within our loyalty base, generating shareable insights and trends within the members' experience</li> <li>● Responsible for monitoring progress of all projects in the online platforms : Monitor customer targeting, the design of innovative customer engagement programs, our test and learn agenda, and partner with the Analytics team to understand campaign performance to determine next steps.</li> </ul> |

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|                                   | <ul style="list-style-type: none"> <li>• Work cross-functionally with Email Marketing, Campaigns, Ecommerce, Digital Content, PR and Social Media to create marketing campaigns that drive incremental engagement, revenue and which appeal to guests in high value segments.</li> <li>• Provide weekly updates to internal stakeholders highlighting trends and insights</li> <li>• Researches and analyses a variety of marketing information, including market trends, pricing schedules, competitor offerings, product specifications, and demographic data.</li> </ul>  |
| <b>Job Requirements</b>           | <ul style="list-style-type: none"> <li>• Excellent proficiency in English and Traditional Chinese writing, in copywriting grade</li> <li>• Had studied both Google Analytics for Beginners and advanced Google analytics courses and passed the Google analytics Individual qualification exam with certificate will be a plus</li> <li>• Passed the exams :Google Ads Fundamentals Certification,Google Ads Search Certification,Google Ads Display Certification,Google Ads Video Certification and Shopping ads Certification, and got the certifications will be a plus</li> <li>• Basic Understanding of Front end programming language will be a plus</li> <li>• Able to work together with development team to accomplish the product development together</li> <li>• A/B Testing and Data Analytics experience is a plus, such as having experience with growth hackings tools eg. Optimizely for A/B Testing, MailChimp for email marketing campaigns, HubSpot for CRM, sales and marketing purposes, Zapier to automate workflows</li> <li>• With good understanding of Facebook and Instagram marketing, like creator studio</li> <li>• Being comfortable to work with remote working softwares: Asana, Trello, Slack, Zoom</li> <li>• Please provide the links of your certifications of the above exams and portfolio of related projects you worked on in the past on your CV</li> </ul> |
| <b>Minimum Education Level</b>    | Undergraduate students, Any stream, with the proof of 1 or 2 certificates of the exam mentioned above  |
| <b>Working Schedule / Mode</b>    | Full-Time Internship<br>Monday to friday 10am to 7pm, Sat 10am -3 pm (Sat works remotely)  |
| <b>Working Location</b>           | Cyberport co-working space, open office setting (Sometimes at Quarry Bay )   |
| <b>Application method</b>         | Pls send your CV to <a href="mailto:hr@aeconsulting.tech">hr@aeconsulting.tech</a><br>An interview will then be arranged   |
| <b>Any other fringe benefits?</b> | One- on- One , on job training by Director<br>Well performers will be selected and rewarded Part time or full time contract as our official employees<br>Employee Insurance<br>Who become our Intern staff by 15th June can join the <b>extra Technical Seminar: AI / Big data / Blockchain, Industry site visit to FinTech / Smart Living / DE &amp; E-sports companies at Cyberport, and •AWS Computing and AWS Education program, with peer groups of Interns at Cyberport throughout July to September</b>   |
| <b>Deadline of Job Opening</b>    | 31 July 2021   |