



Marketing Intern

Who we are

krip is Hong Kong's first centralized credit card rewards platform. We are a Cyberport Incubation Programme fintech startup that is focused on solving a key pain point in consumers' lack of access to credit card rewards information. By bridging the accessibility gap between consumers and rewards, our platform helps to convert cardholder engagement into transactions, bringing benefits to consumers, merchants and financial institutions.

Please visit <https://www.krip-hk.com/> for our web-application.

What your role is

- Work directly with founder and marketing manager to strategize and execute the company's marketing and PR plans as it prepares for major product launch to market
- Plan, design and launch relevant marketing and PR materials, including for company's websites, products and social media accounts
- Strategize on company's market and product positioning, brand story and other marketing efforts through research and data analysis

What you'll do

- Complete initial stage marketing strategy objectives, including market and product positioning, brand story and initial PR and brand building ground work
- Plan and design relevant materials to support the company's marketing and PR plans
- Contribute to the company's content marketing strategies
- Take ownership and support company's social media accounts on an ongoing basis

What we're looking for

- Strong communication skills in English and Chinese
- Graphic, 2D and/or flat design skills on relevant software; video production experience is a plus
- Experience in managing social media accounts is a plus
- Highly independent worker who is able to meet project deadlines
- Self-starter and have entrepreneurial spirit to challenge the status quo, not afraid to be critical and voice out opinions
- Passion for understanding the world of business, particularly in the finance and retail marketing spaces
- Commitment to deliver high quality results

Application method: email to david.b.wang@krip-hk.com with resume