

Digital Marketing Intern

Company

Our company client is a French brand of dainty handmade jewelry created by a French couple living in Shanghai. They carefully choose unique raw materials, design and create every piece by themselves. The brand concept is around traveling, reflecting the wanderlust of the founders. Each set of jewelry has, as a reference, the name of a country. The creations are made with semi-precious gemstones coming from different places around the world such as Labradorite, Moonstones, Lapis Lazuli, Amazonite and white Turquoise just to name a few. The brand aims to provide high-quality pieces that are timeless by both their design and their quality. Thanks to the materials used -14k solid gold, 14k gold filled and 925 Sterling silver- Creations are made for daily wear and to resist our busy modern life.

The position is open in Shanghai office.

Responsibility

- Participating in marketing events such as designer fairs and promoting the brand
- Instagram and YouTube KOL / Blogger search and development
- Community manager role: writing social media content, manage posts, follow-ups and strategies
- Prospection and market studies (competitors, new suppliers, potential clients, brands to collaborate on capsule collections with...)
- Participating in the elaboration of online marketing strategies
- Updating our marketing and sales tools (Brand presentation, price lists, e-shop pictures...)
- Writing content in French or English for our online marketing articles

Requirement

- Curious, thorough, organized and independent
- Should not be scared of multi-tasking
- Fluent in English (Chinese is a plus)
- Interested in fashion & accessory industries
- Good writing skills
- Illustrator knowledge, Photoshop is a plus
- Bachelor or above required

STARTING: May/June 2019

COMPENSATION: Paid internship – salary to be negotiated

POSITION DURATION: 6 months to 1 year

More information about our brand at www.zoaje.com

Please send your resume to: jobs@zoaje.com