

## Business Development & Marketing Intern

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Company: OffRoad Studios

Location: Lahore

Category: other-general

We are looking for an enthusiastic marketing intern to join our marketing department and provide creative ideas to help achieve our goals. You will have administrative duties in developing and implementing marketing strategies.

As a marketing intern, you will collaborate with our marketing team in all stages of marketing campaigns. Your insightful contribution will help develop, expand and maintain our marketing channels.

This internship will help you acquire marketing skills and provide you with knowledge of various marketing strategies. Ultimately, you will gain broad experience in marketing and should be prepared to enter any fast paced work environment.

### Responsibilities

Collect quantitative and qualitative data from marketing campaigns

Perform market analysis and research on competition

Support the marketing team in daily administrative tasks

Assist in marketing and promotional activities (e.g. social media, direct mail and web)

Manage and update company database and customer relationship management systems (CRM)

### Requirements

Strong desire to learn along with professional drive

Solid understanding of different marketing techniques

Excellent verbal and written communication skills

Excellent knowledge of MS Office

Familiarity with marketing computer software and online applications (e.g: Online analytics and Google Adwords)

Passion for the marketing industry and its best practices

Current enrollment in a related BS or Masters degree

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