

Job Title: Digital Marketing Intern (3-6 Month Internship)

Location: Noida

Company: Nuform Social Pvt Ltd

About the Company:

Nuform Social is more than just a digital marketing firm; we balance Design and Technology with equal ease. We are a connected team of happy people who think both left brain and right brain, possess multiple skill sets and are great at what they do. Founded in 2021, Nuform Social is a new age digital marketing agency. We specialize in developing cutting-edge digital marketing strategies for your company ensuring incredible results, actionable insights and leads that accelerate your business.

Job Description:

We are offering a 3-month internship opportunity for a Digital Marketing Intern to join our team. This internship is designed to provide hands-on experience in digital marketing strategies and tactics, allowing interns to gain valuable skills and insights in a dynamic work environment. As a Digital Marketing Intern, you will work closely with our marketing team to support various digital initiatives and campaigns aimed at enhancing brand awareness, engagement, and lead generation.

Key Responsibilities:

1. Content Creation and Management: Assist in creating and curating content for our website, blog, social media channels, and email newsletters. Collaborate with the marketing team to develop content calendars and schedules for content distribution.

2. Social Media Management: Manage and monitor our company's social media profiles, including Facebook, Twitter, Instagram, LinkedIn, etc. Create and schedule posts, respond to comments and messages, and analyze social media performance metrics.

3. Search Engine Optimization (SEO): Support SEO efforts by conducting keyword research, optimizing website content, and implementing on-page SEO best practices.

Monitor and analyze website traffic and performance using tools like Google Analytics and Google Search Console.

4. Email Marketing Campaigns: Assist in the creation and execution of email marketing campaigns, including designing email templates, crafting compelling copy, and managing subscriber lists. Monitor email campaign performance and conduct A/B testing to optimize campaign effectiveness.

5. Digital Advertising: Support the setup and management of digital advertising campaigns across various platforms, such as Google Ads, Facebook Ads, LinkedIn Ads, etc. Monitor ad performance, analyze results, and provide recommendations for campaign optimization.

6. Market Research and Analysis: Conduct market research and competitor analysis to identify trends, opportunities, and areas for improvement in our digital marketing efforts. Assist in preparing reports and presentations summarizing key findings and insights.