



Sales & Marketing Intern for WEO Corporation Pte Ltd

The Sales & Marketing Intern supports the execution of marketing initiatives, branding activities, and sales administration tasks. This role provides hands-on exposure to B2B industrial marketing and commercial operations, while assisting the team in campaign execution, content development, event coordination, and administrative support.

Roles and Responsibilities:

Marketing Execution Support

- Assist in the preparation of marketing materials (brochures, presentations, sales decks, product sheets)
- Support updates to company website and LinkedIn platforms
- Assist in content creation for social media and digital campaigns
- Maintain marketing asset library and ensure proper document control

Campaign & Event Support

- Assist in coordination of trade shows, exhibitions, and webinars
- Support vendor liaison and logistics preparation
- Prepare promotional materials and registration lists
- Provide on-site event support when required

Market Research Assistance

- Conduct basic research on industry trends, competitors, and target sectors
- Compile findings into structured summaries for review
- Assist in tracking campaign metrics and engagement statistics

Sales Administrative Support

- Assist in maintaining CRM database and updating records
- Prepare simple sales activity reports
- Support preparation of sales presentations
- Provide coordination support to sales team when required

Learning Outcomes & Objectives:

During the internship, the candidate will:

- Gain hands-on experience creating marketing materials aligned with the company's brand identity and strategic objectives.
- Learn to plan, execute, and optimize digital marketing campaigns across various platforms while engaging with online communities.
- Develop expertise in planning and coordinating marketing events, ensuring smooth execution and impactful outcomes.
- Understand market dynamics and conduct data-driven analysis to support strategic marketing decisions.
- Acquire experience providing administrative and operational support to the sales team, enhancing efficiency.
- Learn to manage customer interactions on digital platforms, building meaningful relationships and engagement.
- Contribute creative ideas for content marketing strategies, including website and social media updates.
- Stay updated with advancements in digital marketing technologies and best practices.
- Familiarize with web analytics tools (e.g., Google Analytics, WebTrends) to measure campaign performance and support continuous optimization.
- Gain insights into using analytics to understand customer behavior and inform strategic

marketing planning.

Requirements:

- Currently a final year student pursuing a diploma, degree, or Master's in Marketing, Communications, Business Administration, or a related field.
- Excellent written and verbal communication skills; strong interpersonal skills.
- Familiarity with digital marketing tools and platforms (e.g., Google Ads, Facebook Ads Manager, LinkedIn).
- Proficiency in graphic design software (e.g., Adobe Creative Suite, Adobe Photoshop).
- Basic understanding of SEO principles and content management systems.
- Creative thinker with the ability to generate new ideas and concepts.
- Self-motivated with the ability to manage multiple projects simultaneously and meet deadlines.
- Team player, adaptable, and eager to learn.