



## IAB HK Placements



<b>Company Name</b>	<b>Aloha Group Limited</b>
<b>Company Website</b>	<a href="https://www.alohaonline.asia/">https://www.alohaonline.asia/</a>
<b>Company Type</b>	Agency
<b>Company Profile</b>	<p>Aloha Group Limited is a local tech start up tech formed by a group of digital and tech experts. Our team members have built a solid digital experience through different digital marketing businesses and created Aloha to shape a digital business of their own. Aloha is currently a member of Hong Kong Science Park's incubation program with the launch of its own invented MVP (minimum viable product) on SEO technology. The technology has also been received with great feedback from clients' side. The company's current client profile includes several multi-nationals and listed companies that can be found within Finance, Insurance, Telecom, Entertainment, Property and E-commerce sectors. The company also has digital footprints across Asia Pacific. Aloha's continued development and expansion has created recruitment needs for top account servicing / marketing talents for local / regional expansion. We are looking for those with great passion and high flexibility who can work on an individual and team setting. In return, you will be provided with competitive pay and benefits, regional exposures and tremendous development opportunities.</p>
<b>Job Description</b>	<ul style="list-style-type: none"><li>- Assist in the development and management of digital marketing campaigns</li><li>- Assist in data collection, data analytics and performance reporting</li><li>- Monitor, analyze and report performance to meet client expectations</li><li>- Liaise with internal team on project execution with on-time delivery</li><li>- Research, strategize and develop client proposals and reviews</li></ul>



**Company Name** Cable News International Inc  
**Company Website** <https://cniasia.news/en/>  
**Company Type** Media/Publisher  
**Company Profile** As one of the world's news broadcasting company, we are interested to interact and develop creative and energetic people with diverse perspectives and talents.  
**Job Description** We have several clients that syndicate CNN and Turner legacy content (Cartoon Network, TCM etc.) which they promote over various social media accounts to their clients (Airlines, Hotels, Affiliate Partners). Clients such as Panasonic and Viasat buy CNN Live TV from us for aircrafts and are very active across Twitter and YouTube to let airlines know what CNN shows will be viewable on the flight. The key responsibility of this role is Social Media Marketing: supplying content for our clients and tracking their posts for eyeball reach. The Intern will also monitor what posts our clients are posting of competitors content. The team may need help in other areas as the need arises which the intern will help with such as packing and shipping Premium to clients.  
The above will be shared with the team in a PowerPoint report and analyzed together to look at which content (posts) get more views and plan our strategy accordingly.



**Company Name** CMRS Group  
**Company Website** <https://www.cmrs.com.hk/>  
**Company Type** Agency  
**Company Profile** We are an award winning digital media communications consulting company built to provide digital solutions to brands looking for reaching and engaging multi-market consumers, partners and clients in China, Hong Kong and overseas countries. Since our launch in 2015, we connect brands with consumers in this digital borderless world by providing a breadth of inventive digital solutions, ranging from digital insight, consultancy as well as activation. We also have been driving businesses from major blue chips customers in Hong Kong.  
**Job Description**

- Assist in monitoring the performance of a digital marketing campaign and preparing regular digital campaign post buy reports
- or Create visual content for day-to-day posting on digital media platforms
- or Create compelling written content on digital media platforms



<b>Company Name</b>	<b>EternityX Marketing Technology Limited</b>
Company Website	<a href="https://eternityx.com/">https://eternityx.com/</a>
Company Type	Agency
Company Profile	<p>EternityX is a leading marketing technology platform with a performance-driven AI algorithm to empower global marketers to effectively connect with Chinese outbound travelers and traveling consumers (CTC). EternityX's open-to-connect platform enables advertisers and their agencies to make more efficient, effective marketing decisions and to build meaningful connections with consumers, leading to a more valuable experience that ultimately results in better business results.</p> <p>EternityX traces its roots to BiddingX, one of China's largest Demand Side Platform founded in 2011 in Guangzhou with technology at the core of its strategy, by former professionals from China's leading Internet companies including Alibaba, Tencent, and Baidu.</p>
Job Description	<p>Marketing Team Intern</p> <ul style="list-style-type: none"><li>- Work independently on marketing research, copy developing, editing and proofreading promotion materials</li><li>- Work closely with marketing and internal teams, communicating effectively and reacting to change requests and updates</li><li>- Translate written material with speed, accuracy and precision</li><li>- Create innovative and attention-grabbing copies/ videos for omni-channel media and marketing collaterals, such as website, LinkedIn and eNewsletter</li><li>- Adapt marketing research or case studies to PPT format proficiently</li><li>- Assist in any ad-hoc marketing assignments</li></ul> <p>AM Team Intern</p> <ul style="list-style-type: none"><li>- Adopt business development technique to find new business opportunities via tools like LinkedIn</li><li>- Opportunity to learn about new media/ advertising products and tech and help with presentation presentations</li><li>- Market research task on the latest trends and competitor analysis</li><li>- Manage internal database, data entry and data cleaning task</li><li>- Assist on system reorganization and update files regularly</li><li>- Participate in meetings for note taking if needed</li></ul>



**Company Name** Good Cause Digital

Company Website <https://goodcausedigital.co/>

Company Type Agency, Media & Platform

Company Profile Your brand story gets reimagineered through our 360 cross-media, cross-form, O2O content marketing solutions. We nurture & embrace YOUNG creators, artists, influencers & celebrities to reimagine & curate uniquely yours campaigns & experiences.

Job Description - Support content marketing & social campaigns



**Company Name** Havas Media

Company Website <https://havasmedia.com/>

Company Type Agency

Company Profile International digital advertising for a range of clients in finance, fashion, travel and entertainment

Job Description - Supporting content marketing by helping to create posts or  
- Supporting influencer marketing team with management of influencer campaigns or  
- Assisting account management team with strategy, planning, buying and reporting or  
- Supporting performance marketing team in management of e-commerce campaigns  
- Supporting programmatic team in digital trading



**Company Name** IAB Hong Kong

Company Website <https://www.iabhongkong.com/>

Company Type Professional Association and Agency

Company Profile IAB Hong Kong is the 46th national Interactive Advertising Bureau (IAB) licensee. It is a not-for-profit association which aims to develop standards and best practice on digital marketing to shape the future of digital marketing for HK.

Job Description - To support daily operational work in communications and administration  
- To manage association's website, social media pages such as event update and blog launches  
- To support event management  
- To perform other ad hoc tasks as assigned



<b>Company Name</b>	<b>Mercury Technology Solution Company Limited</b>
Company Website	<a href="https://oss.mtsoln.com/">https://oss.mtsoln.com/</a>
Company Type	AdTech
Company Profile	<p>MERCURY Technology Solution helps our clients across the entire technology stack with differentiated industry solutions. We modernize IT, build applications, optimize data architectures, and make everything secure, scalable, and orchestrated across public, private, and hybrid clouds. The enterprise technology stack includes ERP; Cloud and Security Services; Applications and Industry IP; Data, Analytics, and Advisory Services.</p> <p>We combine years of experience running mission-critical systems with the latest digital innovations to deliver better business outcomes and new levels of performance, competitiveness, and experiences for our clients and their stakeholders.</p>
Job Description	<ul style="list-style-type: none"><li>- Provide support to marketing campaigns and promotions, including material preparation, research and report data</li><li>- Assist in preparing eDM campaigns, copywriting blog posts, content localization.</li><li>- Provide support on both online and offline marketing campaigns</li><li>- Conduct research on market information to support content development including social media feed, blog articles, infographics, whitepaper, etc</li></ul>



<b>Company Name</b>	<b>New iMedia Solutions Ltd.</b>
Company Website	<a href="https://www.newimedia.com/">https://www.newimedia.com/</a>
Company Type	Agency
Company Profile	Renowned marketing agency in Hong Kong with full-range digital services
Job Description	<ul style="list-style-type: none"><li>- To support creative content, including static and motion graphic / video production / copywriting / web production</li><li>- To support operation of digital ad.</li></ul>



<b>Company Name</b>	<b>Sinclair</b>
Company Website	<a href="https://www.sinclaircomms.com/">https://www.sinclaircomms.com/</a>
Company Type	Agency
Company Profile	Sinclair is an award-winning independent PR, digital and experiential agency. We work across industry and sector with one ambition to create business impact for our clients through persuasive storytelling. Our bold approach to brand communications builds value, inspires action, changes opinion and grows reputation. Our expert team of strategists deliver seamlessly integrated PR programmes that ensure brands are shaping the conversations that matter. We reach across APAC and international markets from our four hubs in Asia and through the Tribe Global network.
Job Description	<ul style="list-style-type: none"><li>- Press release translation</li><li>- Copywriting</li><li>- Market research</li><li>- Compiling reports</li><li>- Database updates</li><li>- Social media content creation</li><li>- Event assistance</li><li>- Administration duties</li><li>- Other ad hoc tasks</li></ul>



<b>Company Name</b>	<b>TamJai International Co Ltd</b>
<b>Company Website</b>	<a href="https://tamjai-intl.com/">https://tamjai-intl.com/</a>
<b>Company Type</b>	F&B
<b>Company Profile</b>	TamJai International is one of Hong Kong's largest and most popular fast casual restaurant groups specializing in noodles. We have two brands namely TamJai Samgor and TamJai Yunnan.
<b>Job Description</b>	<p>Marketing team (Tamjai Yunnan and Tamjai Samgor)</p> <ul style="list-style-type: none"><li>- Assist in planning and execute the marketing activities to achieve business objectives.</li><li>- Work closely with internal and external parties including operations, finance, advertising, media and PR agencies on execution of marketing activities.</li><li>- Manage social media, identify new marketing trends and consumer insights.</li><li>- Evaluate and report the effectiveness of marketing activities.</li><li>- Support ad-hoc tasks as assigned.</li></ul> <p>Corporate Communication team</p> <ul style="list-style-type: none"><li>- Handle media enquiries and arrange for media interview if needed.</li><li>- Build up good relations with media contacts for free exposures.</li><li>- Monitor the collection, maintenance, and archive of market information, including news clippings, research and reporting etc.</li><li>- Provide administrative support to the team.</li><li>- Support ad-hoc tasks as assigned.</li></ul>



**Company Name** Vpon HK Limited

**Company Type** Data

**Company Profile** <https://www.vpon.com/>

**Job Description**

- Work with your marketing mentor to execute B2B marketing campaigns including event on-site support
- Work with your marketing mentor to design and develop brand building assets to drive brand presence in the local market as well as regional market
- Evaluate market trends and competitor activity in the market
- Handle ongoing marketing tasks for all of our marketing channels such as website, social, award submission, digital campaigns, etc.
- Coordinate with internal and external parties to ensure excellent execution of marketing activities on every aspect across the market
- Responsible for developing regular data reports led by your marketing supervisor
- Handle any ad hoc tasks assigned by your marketing supervisor & the rest of the marketing team



**Company Name** Welend Limited  
**Company Website** <https://www.welend.hk/>  
**Company Type** FinTech  
**Company Profile** WeLab is a leading fintech company in Asia, which operates one of first licensed digital banks in Asia – WeLab Bank, as well as multiple leading online financial services businesses including WeLend and WeLab Bank in Hong Kong, WeLab Digital (我來數科), Taoxinji (淘新機), Wallet Gugu (錢夾谷谷) and Tianmian Tech (天冕科技) in Mainland China and Maucash in Indonesia. WeLab aims to bring joy to everyone’s financial journey. We strive to improve people’s lives by reinventing financial services through game-changing technology. We put our people first, whether it’s our customers or our employees.

We are an energetic and passionate team that can deliver and execute. We are looking for other intellectually curious, open-minded and smart-working individuals who are just as passionate as we are about making financial services enjoyable. Now you have the opportunity to join us on our journey to achieve our vision and be part of building a better financial future for everyone.

**Job Description**

**What you’ll do and what success looks like in this role**

- Perform the administrative operations of marketing programs
- Handle data processing and reporting to evaluate business performance and program effectiveness
- Work closely with operation related to derive business analytics
- Handle customer fulfilment programs and stock control
- Provide marketing and administrative supports to the team

**What is required and what we’re looking for**

- Undergraduate degree in Marketing, Communications, Business Administration or related disciplines
- Familiar with excel and interested in exploring and applying new technology tool in marketing
- Self-motivated, detail minded, independent, team-player and be able to manage multiple tasks in a fast-paced environment
- Fluent in English & Cantonese with excellent written and verbal communication skills