

Taiwan Jobs Expertini®

Intern, Taiwan Business, Marketing

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Company: Klook Travel Taiwan Limited (客遊天下旅行社有限公司) (Taiwan)

Location: Taiwan

Category: other-general

About Klook

We are Asia's leading platform for experiences and travel services, and we believe that we can help bring the world closer together through experiences.

Founded in 2014 by 3 avid travelers, Ethan Lin, Eric Gnock Fah and Bernie Xiong, Klook inspires and enables more moments of joy for travelers with over half a million curated quality experiences ranging from the biggest attractions to paragliding adventures, iconic museums to rich cultural tours, and other convenient local travel services across 2,300 destinations around the world.

Do you share our belief in the wonders of travel? Our international community of over 1,500 employees, based in 20+ locations, certainly do! Global citizens ourselves, Klookers are not only curating memorable experiences for others but also co-creating our world of joy within Klook.

We work hard and play hard, upkeeping our high-performing culture as we are guided daily by our core beliefs - **P**ush boundaries, **A**sk For and Give Feedback, **T**ake Ownership, and **H**elp Each Other.

We never settle and together, we believe in achieving greater heights and realizing endless possibilities ahead of us in the dynamic new era of travel. Care to be a part of this revolution?

What you will do:

Develops and run Klook's B2C marketing campaigns to catch seasonal sales & acquire new users

End to end campaign planning & Analyze the performance Based the external survey /

customer insight to plan the campaign
Craft promotional materials for marketing campaigns
Cross channel communication to execution
Analyze the performance of campaigns to derive insights and offer optimization recommendations.

Assist with day-to-day operations within the marketing team, with exposure across all of Klook's marketing channels - inclusive but not limited to: CRM Partnership & Affiliate
Community building
Data Analyze

What you will need:

Excellent command of English, both verbal and written communication

Basic analytical skills and proficiency in managing large datasets using Excel/Google Sheets.

Strong time and project management skills with attention to detail

Excellent interpersonal communication skills to effectively collaborate with diverse stakeholders.

A start-up attitude - highly collaborative with an entrepreneurial, roll-up your sleeves mindset

Meticulous attention to detail to ensure accuracy and precision in campaign execution.

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