

# Job Description

We are looking for a **Marketing Content Creator intern** to join our team for a 6-month engagement (can be extended) at DeltaFrontier (ideally based in Malaysia). An innovative Singapore-based company, DeltaFrontier is a fast-growing value-added solution partner providing cutting-edge technologies in the AI and IoT industry. As a regional distributor, we strive to be a leading new technology solution and product supplier.

## **Why DeltaFrontier?**

DeltaFrontier's success is attributed largely to the highly skilled staff we employ and the professional service we provide, allowing us to expand speedily in this region. Our team is the driving force of the company, forging ahead to accomplish its mission and vision. Consisting primarily of proactive, accountable and creative talents with hands-on experience, you can learn from our MNC-background team to support various pre-and post-sales projects.

- You want the primary responsibility of supporting sales growth initiatives across South East Asia.
- You are passionate about new technologies and high growth in the upcoming years.
- You love working in a startup environment and can take responsibility in critical projects.

## **Responsibilities**

- Conduct research on industry-related topics.
- Prepare drafts with digital publishing platforms.
- Create and distribute marketing copy to advertise our company and products.
- Interview industry professionals and incorporate their views in blog posts.
- Edit and proofread written pieces before publication.
- Conduct keyword research and use SEO guidelines to optimize content.
- Promote content on social media platforms and monitor engagement (e.g. comments and shares).
- Identify customers' needs and recommend new topics.
- Coordinate with marketing and design teams to illustrate articles.
- Measure web traffic to content (e.g. conversion and bounce rates).
- Update our websites as needed.

**Requirements**

- Bachelor's Degree in Marketing, English, Journalism, PR or relevant field.
- Experience as a Content Creator, Copywriter or similar role.
- Experience working with MS Office and design software (e.g., Illustrator, Photoshop, InDesign, etc.).
- Hands-on experience with Content Management Systems (e.g., WordPress).
- Sound knowledge of SEO and keyword research.
- Excellent writing and editing skills in English.
- Strong verbal and written communication skills.
- Exceptional time-management and organizational skills.
- A keen eye for details.
- An analytical mind with a problem-solving attitude.
- Able to deliver quality work in a fast-paced, high-volume, deadline-driven environment.

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