Marketing Intern – Apply Pay China

**Apply Now**

Location – Shanghai, China

Industry – Consumer Electronics

Employment Type – Full-time

Job Functions – Education, Training

**Summary**
At Apple, we don’t just create products. We build the kind of wonder that’s revolutionized entire industries. It’s the diversity of our people and their ideas that drives the innovation in everything we do.

With Apple Pay, we reinvent people’s payment experience. More and more customers are enjoying the benefits of convenience, speed, security, and privacy that Apple Pay brings to their daily life. If you are also passionate about shaping the exceptional payment experience for Chinese users for tomorrow, this is the right place to join.

We are seeking a Marketing intern for Apple Pay China. The role will work closely with Apple Pay internal partners to coordinate and execute marketing initiatives. The role will also need to work across multiple projects with great attention to detail, and to assist with process and documentation development.

**Key Qualifications**

* Previous internship experience in project coordination and/or digital marketing related field
* Analytical mindset and fierce attention to detail
* Working knowledge of data analysis, and being proficient with spreadsheets and presentation tools
* Able to prioritize and manage multiple tasks
* Strong verbal and written communicator in both Chinese and English
* Self-motivating with strong sense of responsibility

**Description**
Liaison with different project team members and provide support to secure the smooth launch of marketing campaigns, especially in the area of digital/performance marketing and creative assets development

Collect data and conduct initial analysis to track campaign performance and media efficiency on a regular basis, and provide optimization suggestions when feasible

Conduct desk research on industry, competitor initiatives and consumer trend, and prepare concise report to reflect the real market dynamics

Serve as a resource to marketing and cross-functional teams to support a smooth day-to-day marketing operation

Manage administrative responsibilities as they arise, such as: document and communicate system infrastructure, project plans and processes, reconcile program spend to the planned budget, project efficiency and performance reports, etc.

**Education & Experience**
Pursuing a Bachelor or Master degree in Marketing, Business, Communications or related field

**Reference**

“Marketing Intern – Apple Pay China.” LinkedIn. <https://www.linkedin.com/jobs/view/2317556526/?refId=7bc94a28-a337-45aa-807d-a29f7d9d319c>, Dec 10th 2020.

No. 301, South Jinhui Road

Minhang District, Shanghai, China

Dec 9th, 2020

Apple Pay China

Lujiazui,

Pudong District, Shanghai, China

To whoever this may concern,

Please consider my letter of application for a Marketing Internship position at Apple Pay China, as advertised on on Dec 7th on LinkedIn.com. I am a Junior at the University of British Columbia who is currently situated in Shanghai due to the COVID-19 outbreak and will remain here until the end of 2021.

As you can see, from the attached resume, I have had three marketing internship experiences in two major international FMCG firms. My time at URBN, in particular, has taught me to be tentative and be able to multi-task due to its high workload as a start-up company in China. At Nike, I learned to coordinate different teams with the sizeable departments at the company. Additionally, my time at these brands provided me with insights on how to manage social media as a brand and the tactics of marketing.

Although a relatively young marketer, I am an individual who is eager to learn, has a strong sense of responsibility and am constantly motivated. My time in and out of university as well as in different brands have prepared me to be a team-member, always ready to adapt and be hands-on with projects.

If my background and experience meets your needs, please phone any weekday after 5pm at +86 13818925624 or email at jessicalee6688@yahoo.com.

Sincerely,

Jessica Lee

Dec 10th, 2020

Encl. Resume

**CHIEH-HSIN (JESSICA) LEE**

+86 138-1892-5624 (Wechat) | jlee@urbn.com |

No 301 South Jinhui Rd, Minhang District, Shanghai, China

**EDUCATION**

University of British Columbia, Vancouver, Canada June 2022

Bachelor of Arts with a Major in Sociology

**WORK EXPERIENCE**

URBN CHINA, Shanghai, China April 2020 – July 2020

URBN China Web Marketing Intern

* Connected suitable KOLs and third-party agencies with URBN; managed product seeding on a daily basis; produced a web-marketing performance report on a weekly basis
* Conducted a cohesive research around the platform RED and launched an official Urban Outfitters (UO) account on the platform. Also conducted a market research (100+ participants) on UO in China
* Managed UO’s social accounts (Wechat, Weibo, RED) on a daily basis and analyzed background data
* Took lead and oversaw multiple flat-lay and on-model product photoshoots for our e-commerce product pictures

NIKE Taiwan, Taipei, Taiwan June 2019 – August 2019

Nike Running, Nike Training, Nike Women Marketing Intern

* Designed a long-term plan for Nike Taiwan’s future collaboration with local cross-category brands
* Assisted in the regional marketing campaign (promotional video shooting; media exposure event; consumer experience event) for Nike’s new shoe Nike Joyride launch
* Helped set-up the try-out and kick-off event for Nike Taiwan’s Marathon Run Crew FAST42
* Assisted in the inaugural NTC x Eslite Taiwan Event including addressing attendee concerns; event registration; event set-up

NIKE GCHQ, Shanghai, China July 2018 – August 2018

Nike Training and Nike Women East Category Marketing Intern

* Coordinated the NTC Trainer Certification event and program for 30 trainers and connected 5 different partner gyms to organize NTC events and product seeding
* Interviewed and connected with potential KOLs to represent the NIKE Training category
* Composed information relevant to the planning of FY19 NIKE GCHQ Training category marketing schedule
* Conducted and participated in a 25 people consumer survey’s collection in cooperation with a partner gym

**SCHOOL EXPERIENCE**

UBC PINK, Vancouver, Canada September 2019 – April 2020

Director of Communications

* Managed 2019-2020 UBC PINK’s Instagram (@ubcpink) for promotional purposes. As of April 2020, helped @ubcpink Instagram account gain 770 new followers
* Collaborated with on-campus clubs such as Yerba Mate and Bumble and KOLs for events and reached out to local charities such as Rabitats Vancouver to co-host

**SKILLS AND INTERESTS**

Languages – English (fluent), Mandarin (fluent), German (beginner)

Skills – Adobe Photoshop, Premiere, Final Cut Pro, MacOS, Apple, MS Office, iMovie, Facebook, Instagram, Weibo, Tumblr, Twitter, RED, WeChat, Meitu, Google Analytics

Interests – Event Planning, Modeling, Styling, Cooking, Traveling, Makeup, Piano, Photography, Film Photography, Writing

**From: Jessica Lee (jessicalee6688@yahoo.com)
To: Boa Hung (bhung@urbn.com)**

**Date: Dec 9th, 2020**

**Subject: Request for Reference – Jessica Lee**

Dear Boa,

I hope this email finds you well. As you may know, my internship at URBN is soon coming to an end. Whilst I prepare to head back to school, I am currently also preparing to apply for an upcoming Summer 2020 Marketing Internship at Apple China. With that said, I would greatly appreciate it if you could be an employer reference for me as an experienced manager that you are.

Under your guidance, I have learned practical marketing and public relations skills. Furthermore, by dealing with merchandises and engaging in e-commerce activities on a daily basis, I would say I have had a wide-ranged experience within the company, proving myself to be a multi-tasker and an eager learner in the work field.

As an experienced marketer, I hope you can write a letter of reference for me in my process of applying to the Marketing Intern position for Apple Pay China. Enclosed to this email, you will find a copy of my cover letter and my résumé for your reference. Please let me know by Thursday, December 17th if you would be willing to write a reference letter for me as I intend to being my internship application process starting next week.

Should you have any further questions or concerns, please do not hesitate in contacting me at jessicalee6688@yahoo.com. Thank you for your time and considering, I look forward to hearing from you soon.

Best Regards,

Jessica Lee

**From: Jessica Lee (jessicalee6688@yahoo.com)
To: Happy Gao (hgao@urbn.com)**

**Date: Dec 9th, 2020**

**Subject: Request for Reference – Jessica Lee**

**Dear Happy,**

I hope this email finds you well. As you may know, my internship at URBN is soon coming to an end. Whilst I prepare to head back to school, I am currently also preparing to apply for an upcoming Summer 2020 Marketing Internship at Apple China. With that said, I would greatly appreciate it if you could be an employer reference for me.

During my time in your team, I have observed management skills and learned about marketing from a broader perspective. By working on a number of marketing and communications projects with you, I have learned to be attentive yet efficient, qualities that are required of me at the next internship I intend to apply to.

As an experienced marketer, I hope you can write a letter of reference for me in my process of applying to the Marketing Intern position for Apple Pay China. Enclosed to this email, you will find a copy of my cover letter and my résumé for your reference. Please let me know by Thursday, December 17th if you would be willing to write a reference letter for me as I intend to being my internship application process starting next week.

Should you have any further questions or concerns, please do not hesitate in contacting me at jessicalee6688@yahoo.com. Thank you for your time and considering, I look forward to hearing from you soon.

Best Regards,

Jessica Lee

**From: Jessica Lee (jessicalee6688@yahoo.com)
To: Mish Lin (mish.lin@nike.com)**

**Date: Dec 9th, 2020**

**Subject: Request for Reference – Jessica Lee**

**Dear Mish,**

I hope you have been well since we last spoke. I am writing to you today regarding my application for Summer 2020 Marketing Internship at Apple China and I am hoping you will be willing to write a letter of reference for me.

During my time at NIKE TW, I have observed how to make a marketing campaign come to life from scratch and learned to be creative throughout the processes. By working directly under you, I was able to pick up on the skills required to be a team leader which is in fact a quality that is required of me at the next internship I intend to apply to.

As an experienced marketer, I hope you can write a letter of reference for me in my process of applying to the Marketing Intern position for Apple Pay China. Enclosed to this email, you will find a copy of my cover letter and my résumé for your reference. Please let me know by Thursday, December 17th if you would be willing to write a reference letter for me as I intend to being my internship application process starting next week.

Should you have any further questions or concerns, please do not hesitate in contacting me at jessicalee6688@yahoo.com. Thank you for your time and considering, I look forward to hearing from you soon.

Best Regards,

Jessica Lee