



## Marketing Intern - Audiences/CRM (APAC)

foodpanda Singapore, Singapore (On-site)



Internship · Internship



5,001-10,000 employees · Internet Marketplace Platforms



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### About the job

Do you love food and convenience put together? Then you just might love foodpanda.

So whether it's by delivering food on our signature pink bikes, providing insights into the newest food trends, or getting you the groceries you need, we're all about keeping you fed. As we move to grow throughout the Asia-Pacific region, we're on the lookout for talent who are excited about making a tangible impact with a fast-growing organisation looking to redefine how food, people, culture, and technology are connected.

However, this doesn't happen without some really awesome people making it happen. We're looking for a highly driven and motivated **Marketing Intern - Audiences/CRM** to join our growing regional team based in Singapore, foodpanda's Asia HQ. If you are looking for a place where you can gain hands-on exposure and have a direct impact, then this is the place for you!

#### The Team

- The Audience Lifecycle Management team is made up of passionate, innovative and fun-loving people who pride themselves at building the best-in-class lifecycle management foundations! From analytically savvy marketers to data experts, we have a diverse team of talent. With an exciting mission, we're looking for talented individuals who have the can-do attitude and want to learn and be coached/mentored by an expert team.

#### What's On Your Menu

- In this role you'll get to learn how automated growth marketing CRM techniques and tools are used to drive user engagement and retention for B2C apps - across the complete user lifecycle (from onboarding, to engagement and reactivation). You'll be supporting the Audience/CRM Lifecycle Management team in specific projects that will help drive our north star. You will get exposure to tactical as well as more strategic CRM campaigns and



- Strong oral and written communication skills
- Strong problem solving and analytical skills
- A self-starter, resourceful, proactive with hands-on approach
- Ability to thrive in a fast paced environment
- Availability for at least 3-6 months
- Some knowledge/experience in campaign management
- Proficient in Excel and data analytics tools, SQL is a PLUS

#### **What We Offer**

- A dynamic and challenging working environment, with a steep learning curve.
- The chance to excel and influence in a company and team where decisions are taken based on data insights.
- Being part of a fast growing and global company.
- A vibrant and international team with diverse backgrounds
- Growth opportunities based on your performance.
- Flexible working environment
- Responsibility from day one in a fast-growing and global company

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### Pay range unavailable

Salary information is not available at the moment.

Are you interested in salary information for this job? **Yes / No**

### About the company



**foodpanda**

354,319 followers

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Internet • 5,001-10,000 employees • 11,792 on LinkedIn

At foodpanda, we're on a mission to redefine how food, people, culture and tech are connected. Our panda family consists of problem solvers, designers and thinkers, working around the clock to make foodpanda the most powerful online tool for food convenience in the universe- and we't ...[show more](#)

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SOURCE: "Foodpanda Hiring Marketing Intern - Audiences/CRM (APAC) In Singapore, Singapore | LinkedIn". LinkedIn.Com, 2022, <https://www.linkedin.com/jobs/view/3204282652/>. Accessed 8 Aug 2022.

**10 Anson Road  
#17-22  
Singapore, 079903**

**August 8<sup>th</sup>, 2022**

**Foodpanda  
63 Robinson Road,  
Singapore, 068894**

**Subject: Marketing Internship, August 2022**

Dear Hiring Team,

Please consider my application for the marketing intern position at Foodpanda, as advertised on August 8 on LinkedIn.com. I will graduate from the University of British Columbia in May 2023 with a Bachelor of Science degree in Mathematics and a minor Bachelor of Arts degree in Sociology. My past experiences in fundraising and advocacy work for various organizations taught me the intricacy of successful event planning and marketing. I firmly believe that, with my teamwork, innovation and communication skills and familiarity with digital marketing, I am a good fit for foodpanda and would love the opportunity to become a valued member of your marketing team.

I currently serve as a digital marketing intern at the Government Technology Agency, Singapore. Through this internship, I was helped with analytics, email automation, website updates and project management. An example of a project that I worked on is looking at data on Google Analytics and using this data to identify pages on our website that have low traffic and edit them so that their content is interesting and up to date. I am also working on our email newsletter, called TechNews which serves as a way to promote our blog which features interesting tech-based stories while also shining a spotlight on GovTechs products, services & events.

I also served as a coordinator for my university's Mental Health Advocacy Group, where I help organize events and contribute in every aspect to make them successful, from proposing ideas to procuring guest speakers and marketing across multiple social media sites to ensure a high volume of attendants. I have also written articles and created graphics discussing various mental disorders. Our main goal is to improve mental health literacy and destigmatize the overall conversation on mental illness.

Please take a moment to review my enclosed resume and accompanying roles and experiences. I would love the opportunity to discuss how I can contribute to the marketing team. If my background meets your needs, please email me at [anushka.nair3108@gmail.com](mailto:anushka.nair3108@gmail.com).

Sincerely,



Anushka Nair

**ANUSHKA NAIR**

10 Anson Road

#17-22

Singapore, 079903

Phone: +65 1234 5678

Email: anushka.nair3108@gmail.com

**OBJECTIVE**

An internship in marketing

**QUALIFICATIONS**

Python. JavaScript. Google Analytics. Dashboard creation. Mailchimp. Graphic design. Email newsletter. Email automation. Copywriting.

Event Planning. Project management.

**EDUCATION**

University of British Columbia (UBC): BSc. expected May 2023. Mathematics major. Sociology minor.

**EXPERIENCE**

Government Technology Agency (GovTech), Singapore: Digital marketing intern. Search engine optimization of GovTech website. Dashboard creation for analytic data from Google analytics. Designing graphics and copywriting for bi-weekly email newsletter. Newsletter automation. Creating project timelines and setting up meetings. June 2022 - August 2022.

Science Undergraduate Society, UBC: Mental Health Advocacy Coordinator. Organized weekly and monthly virtual events. Written content publication on the MHA Facebook page. Budget management. Guest speaker procurement. Fall 2020 - Spring 2021

Music Initiative, Vancouver: Marketing executive. Creation of marketing material to promote events across multiple social media sites. Designing promotional images. Writing creative promotional text. Fall 2021 - Spring 2022

**ACHIEVEMENTS AND AWARDS**

Google Data Analytics Certificate.

Google Project Management Certificate.

**ACTIVITIES**

Code And Policy Committee Member-at-Large, Science Undergraduate Society UBC

**REFERENCES**

Available on request.

10 Anson Road  
Singapore, 079903

August 8, 2022

Referee One  
Assistant Manager, Digital Marketing  
10 Pasir Panjang Road  
Singapore 117438

Dear Manager:

I hope you are doing well. My name is Anushka Nair and I was your intern from June 2022 to August 2022. I learned so many technical skills from you and I enjoyed working at GovTech.

I am currently preparing an application for a marketing intern role at Foodpanda, Singapore and since we worked well together, I was wondering if you could kindly provide a letter of recommendation. As you can see in the enclosed job posting, this position requires some knowledge/experience in campaign management as well as proficiency in data analytic tools. I would sincerely appreciate it if you could write a letter that explains our relationship and highlights the skills that you have taught me.

Please let me know by emailing me at [anushka.nair3108@gmail.com](mailto:anushka.nair3108@gmail.com) if you're willing to write a recommendation letter. I would be happy to talk to you more if you require any additional information. Thank you for taking the time to review my request.

Sincerely,

A handwritten signature in black ink that reads "Anushka Nair". The signature is written in a cursive style with a large initial 'A'.

Anushka Nair

Enclosure: Job Advertisement  
Enclosure: Resume

10 Anson Road  
Singapore, 079903

August 8, 2022

Referee Two  
Professor, Department of English  
1873 East Mall  
Vancouver, BC, V6T 1Z1

Dear Professor:

I hope you are doing well. My name is Anushka Nair and I was a student in your ENGL XXX class during the winter of 2022. I greatly enjoyed my time in your class and benefited immensely from everything you taught throughout the course.

I am currently preparing an application for a marketing intern role at Foodpanda, Singapore, I was wondering if you could kindly provide a letter of recommendation. As you can see in the enclosed job posting, this position requires strong oral and written communication skills. Since ENGL XXX focused on these aspects, I would sincerely appreciate it if you could write a letter highlighting the skills I learned.

Please let me know by emailing me at [anushka.nair3108@gmail.com](mailto:anushka.nair3108@gmail.com) if you're willing to write a recommendation letter. I would be happy to talk to you more if you require any additional information. Thank you for taking the time to review my request.

Sincerely,

A handwritten signature in black ink that reads "Anushka Nair". The signature is written in a cursive, slightly slanted style.

Anushka Nair

Enclosure: Job Advertisement  
Enclosure: Resume

10 Anson Road  
Singapore, 079903

August 8, 2022

Referee Three  
Professor, Department of Mathematics  
1984 Mathematics Rd  
Vancouver, BC, V6T 1Z2

Dear Professor:

I hope you are doing well. My name is Anushka Nair and I was a student in your MATH XXX class during the winter of 2022. I greatly enjoyed my time in your class and benefited immensely from everything you taught throughout the course.

I am currently preparing an application for a marketing intern role at Foodpanda, Singapore, I was wondering if you could kindly provide a letter of recommendation. As you can see in the enclosed job posting, this position requires strong problem-solving and analytical skills. While I was in your class, I took part in a group project that centred around using mathematical tools in a business environment and I performed well in that project. Since MATH XXX focused on aspects that this position requires, I would sincerely appreciate it if you could write a letter highlighting the skills I learned.

Please let me know by emailing me at [anushka.nair3108@gmail.com](mailto:anushka.nair3108@gmail.com) if you're willing to write a recommendation letter. I would be happy to talk to you more if you require any additional information. Thank you for taking the time to review my request.

Sincerely,

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Anushka Nair

Enclosure: Job Advertisement  
Enclosure: Resume