



## INTERNSHIP OPTIONS

### ABOUT US:

100 MPH ([www.100mph.in](http://www.100mph.in)) is a fun, dynamic and growing environment introducing a new way to connect people with a shared passion and how they make bookings in the unstructured sports, games, activities, coaches and instructors industry.

We make playing and learning easier by finding the right people, venues, and events. If you are interested in changing the playground of the world and make life more joyful, fun, and exciting, then you've found the right place. Currently we are early stage start-up but with the foot on the gas pedal and have a plethora of projects and opportunities.

We are looking to hire bright, passionate, active individuals for our latest venture.

Ability includes out of box thinking, complex problem solving, sports/activities based knowledge, good relationship building skills, analytical skills, design, and marketing skills.

- A young organisation and there is tremendous scope for growth
- In a versatile, new industry you can be a part of something new and significant
- Is guaranteed to be a fun learning experience
- We are always glad to interact with bright individuals regardless

**All internships are a 2 month, 4-6 hour, 5 days a week commitment.**

**Stipend:** INR 3000 – 5000 per month.

### Profiles Available:



**Apply at [careers@100mph.in](mailto:careers@100mph.in)**

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### Do you pass the litmus test

- Play a sport/game or has a regular hobby?
- Can you work in a challenging environment?
- Can you work on assigned tasks and with deadlines to be maintained?
- Are you interested in doing something unique?

## Job Profiles:

### 1. Growth Hacking Intern

Help build and grow user base and partners and to build a brand. You will be responsible for Digital content, strategy and marketing. You will manage various design material, content, social media platforms, videos, promos, and infographics. You will generate reports and evaluate performance of various media as compared to the goals. This is a highly diverse role for someone that has a passion for online marketing, has excellent communication skills and wants to gain exposure to the sophisticated backend of social media and web-based marketing tools. As this is an Internship profile, the responsibilities will be specific and defined, but will be from amongst the main responsibilities listed below.

#### Your main responsibilities

- Online marketing of the company via social media posts and updates.
  - Execute digital marketing strategies for user growth, and branding initiatives to include the development and implementation of the following:
    - SEO/SEM
    - Social media
    - Online community building
    - Promotional emailers
    - Electronic brochures and sales media
    - Multimedia presentations
  - Design
    - Presentations
    - Flyers - Photoshop, AI/Corel Draw
  - Writing – articles, blog posts
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- Focus on 100MPH's brand and targeted message, our market and specific user interests, competitive scenario and sports and local industry analysis.
  - Methods to maximize engagement and conversion of website traffic and social media traffic for prospective users to take a call to action (download the app/pre-register)
  - Digital marketing automation platforms

#### Your profile

- Pursuing a bachelor's degree in public relations, marketing, advertising, journalism or corporate communications.
- Knack of good design



- Energetic, hands-on and innovative
- Meticulous and a strong attention to detail
- Email your portfolio and describe your experience in all the marketing tools that you have used over time

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## 2. Data Gathering and Analysis Intern

Pursuing: BSc or similar from a leading university. Internet savvy, Excel & database knowledge, analytical and insightful

### Requirements

1. Clean, Locate data and Complete current datasets
2. Data analysis
3. Industry data finding
4. Potential Partner Data finding

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## 3. Campus Ambassador

Pursuing: BSc or similar from a leading university.

Communication skills, Active and Zealous, Approachable, experience with leadership roles on campus

Perks: Performance-based & Fixed Pay, company branded freebies

### Description

Required to get greater number of users to register on the app prior to launch and ensure that the growth and awareness is spread amongst college campuses, friends and family.

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## 4. Research and Analysis Intern

Pursuing: BSc or similar, Internet savvy, Research background, searching, aware of searching scholarly articles or relevant sources, citations and references

### Requirements

1. User Interest areas and City specific analysis
2. Potential analysis
3. New categories search
4. User Trends



5. Cities trends
  6. Industry analysis
  7. Social media campaign analysis
  8. Other marketing promotion analysis
  9. Unique topics and global research for blog writers
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