



SUMMER INTERN PROGRAM

Seventeen weeks rotational program in Cyprus office

Cyprus departments to participate:

- PR & Communications in the crypto space
- Data-led Digital Marketing
- UX / UI
- Event Management

Benefits to the intern:

- Earn in-depth, hands-on experience well beyond what is possible in the classroom or in a traditional internship
- Try a variety of positions/departments at a company to find out what type of work they excel at and enjoy the most
- Learn how the company works behind the scenes and how different roles and departments work together
- Develop leadership skills that will be critically important to advance in a career
- See what it takes to successfully launch a startup and have an ICO from the ground up
- Students will leave the course as a “Certified Bitcoin Professional” and will have an extreme grasp of the overall FinTech sector, blockchain technology and implementations, etc.

Benefits to trade.io:

- Develop strong relationships with leading global universities to funnel top students to us over institutional banks
- Low cost with high-talent return
- Leverage intern experience to build brand marketing and awareness
 - LinkedIn posts about what they've learned and experienced
 - They can bring back to university and spread their experience

Cyprus Internship Layout

(17 weeks)

Week 1: Introduction to the company/office

- Choose topic that you want to focus on over the course of the internship
 - Report to be handed in the last week of internship

Week 2 - 6: Research & Analysis

- Review trade.io's online and offline marketing collateral and activities, including but not limited to branding style, tone of voice, messaging, channels used, target audience and target markets
- Compare this to what competitors are doing
- Look at current and future market trends
- Provide suggestions to management on improving the marketing strategy

Week 6 - 10: Communications & PR

- Having reviewed our own, plus our competitors' messaging and collateral, work to:
 - Identify what is missing from our arsenal and draft new comms for new assets
 - Identify existing areas for improvement with regards to content and messaging including, but not limiting, to brochures, advertising banners, website copy
 - Review the marketing funnels and provide practical suggestions for improvements
- Plan and implement dynamic content / copy for four social channels for the duration of at least two weeks
- Write an article on a topic of your choice related to trade.io

Week 10 - 14: Data-led digital marketing

- Study google analytics data for the trade.io websites, combined with heat maps
 - Review the marketing funnels for affiliates, clients, educators and clients of the educational portal
 - Identify where clients may be dropping off / popular pages
 - Suggest how we can improve the funnels and provide practical suggestions
- Create marketing campaign which focuses on WeChat/QQ
 - Connect WeChat/QQ campaign with online exchange through giveaway, reward, airdrop, etc.

Week 14 - 17: Marketing Campaign

- Devise marketing lead generation campaign from start to finish considering: theme, messaging, channels, KPIs