



BrainShaala - No. 1 Skill Development Company



Digital Marketing Intern

Delhi, Delhi, India · 5 hours ago · 1 potential applicant



On-site · Internship · Entry level



Skills: Social Media Marketing, Digital Marketing, +8 more



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About the job

Skills:

Social Media Marketing, Content Creation, SEO, Email Marketing, Google Analytics, Copywriting, PPC Advertising, Graphic Design,

Company Overview

BrainShaala is a leading skill development company renowned for its expertise in child brain development. With many years in the education industry, BrainShaala has become a true industry leader by offering revolutionary brain development courses. Headquartered in Gwalior, Madhya Pradesh, the company has a team size of 11-50 employees and operates globally through its multiple franchisees. For more information, visit BrainShaala.

Job Overview

We are looking for a Digital Marketing Intern to join our team at BrainShaala. This internship is open to freshers with 0 to 1 year of work experience. The location for this role includes Bangalore Urban, Delhi, New Delhi, Gurgaon, Mumbai Suburban, Mumbai, and Kolkata. This is a six-month internship requiring engagement in various facets of digital marketing to enhance our brand outreach.

Duration: 3 Months

Unpaid Internship

Certificate and LOR will be provided

Qualifications And Skills

- Proficiency in social media marketing to manage and amplify brand presence on various platforms. (Mandatory skill)
- Understanding of SEO best practices to improve the organic reach of our digital content. (Mandatory skill)
- Experience with Google Analytics for tracking and interpreting web traffic and user behaviors. (Mandatory skill)
- Ability to create compelling content tailored to our target audience for various digital channels.
- Familiarity with email marketing techniques to engage and retain our audience effectively.
- Strong copywriting skills for creating persuasive and clear marketing materials.
- Experience in PPC advertising to run targeted ad campaigns effectively.
- Basic graphic design skills to support content creation with appealing visuals.

Roles And Responsibilities

- Assist in the planning and execution of digital marketing campaigns for brand promotion.
- Analyze digital marketing data to derive actionable insights for optimization.
- Create and schedule social media content across multiple platforms to ensure consistent brand messaging.
- Collaborate with the marketing team to develop engaging email marketing campaigns.
- Support SEO initiatives through content optimization and competitive analysis.
- Contribute to the development of PPC strategies to improve ROI and leverage analytics to assess results.
- Design basic graphics to enhance marketing and promotional content, ensuring visual appeal.
- Join team meetings to contribute creative ideas that align with company goals and objectives.