

## INTERNSHIP FOR BRAND MARKETING

World-Changing Company

At Appsilon Enterprise, we aim to disrupt the status quo in the diamond industry with ethical, sustainable, and affordable diamonds backed by extensive research and development. It's far from easy to create diamonds above the ground, yet we use advanced technologies to mimic the Earth's conditions to form real diamonds in our cutting-edge technology facility. We believe in discovering and developing the talent that is in each one of us. We offer positions that challenge your skills and inspire you to grow. Come and find the potential inside you. Let's grow together!

If these types of projects excite you and you are available 2 to 3 days per week, we'd love for you to join us.

### The Role

**As Appsilon, we are looking for a Brand Marketing Intern that will be responsible**

- Supporting the Brand Marketing Initiatives in the most relevant way and in line with organization's strategies and priorities to increase brand love within the Turkish consumer.
- Helping implementation of marketing initiatives in the key pillars of the marketing mix (Consumer Collecting, Brand and Communications).
- Conducting regular analysis and presenting periodical performance reviews, share insights, and recommended actions.
- Contributing creative and innovative ideas for brand growth and elevate market presence.
- Analysing competitive landscape and market trends to inform strategic decisions.

### What We Value

- Excellent communication skills with the ability to effectively present and explain marketing concepts.
- A good work ethic and organisational abilities with a willingness to learn and improve skills in a fast-paced, creative environment
- Being a self-starter, ability to work independently and manage time efficiently .
- Being passionate about aiming high, working hard, and tackling challenging objectives
- Accomplished, with a history of pursuing personal passions
- Able to prioritize and manage complex projects
- Personable and willing to collaborate with people of all levels

- Able to work independently in a high energy and fast paced environment
- Work experience and/or project management experience is a strong plus
- Creative thinking through projects or activities
- Familiarity with the brand marketing, trade marketing, digital marketing, or social media platforms through past coursework, other internships, or personal experiences.
- Basic understanding of diverse marketing concepts and practices.
- Awareness of key financial metrics related to brand health and market performance.
- Excellent MS Office skills
- University students 3rd or 4th grade and fresh graduates
- Marketing, communications, general business, or related educational background.