

Academic Internship Council – 2017 Sample Internship Placements

A&A Limited

Conducted research and analysis on current market trends on the various business and technology available. Assisted in writing articles and papers for publication on Fintech and IT technology. Found valuable research information regarding Fintech Technology, which was used to develop pitch decks for prospective clients.

AMENPAPA Limited

Intern assisted senior fashion designer in drawing sketches, prepared Powerpoint presentations for meetings, line sheets/order forms for buyers, sewing practice and mock-up making.

Brighten Management Limited

Intern completed a market analysis into the central kitchen concept of food distribution and mass catering. This formed an integral part of the due diligence process in our investment. Student also completed a research paper on block chain technology which she presented to our due diligence staff. This assisted greatly in helping our staff understand this complex technology.

Chill Creative Company Limited

Intern worked as an assistant for the UX and UI design on our web projects. Intern helped with the desktop research to provide insights on competitors, market trend and user's pain points for us to develop a comprehensive proposal to clients on website renovation. Apart from developing the proposal, student also helped review company website for next enhancements and helped with graphic design working alongside design team.

Clean the world Asia

Intern helped develop a storybook to educate children about proper hygiene that can be translated in Cantonese for local people to use. Intern also assisted with other projects such as a hygiene education workshop with Jumpstart kids, website editing, hygiene and nutrition projects, and other logistical day-to-day tasks.

Guru Online

Intern worked in the Digital Marketing Strategy Unit (DMS). This unit helps develop integrated digital marketing solutions for clients, including but not limited to social media maintenance, creative campaign, video campaign, website production, O2O solution, media placement, Social CRM, etc. Intern formulated strategic and creative proposals to pitch clients, conducted thematic market research on millennials' behavior and deduce implication to digital marketing, and consolidated company showcase materials.

Quikspaces

As a brand strategist, intern was responsible for managing this startup's entire digital marketing strategy, including social media and content marketing, as well as attending networking events to raise brand awareness. Skills required for this role include blog writing, market research and analysis, graphic design in addition to having an outgoing personality and ability to spread the word about Quikspaces.

Sanwa Biotech Limited

Intern assisted in the R&D department, helping with experiments and analyses of these experiments. Student had to review literature and collect relevant information in order to support the projects.