

Application Task — B2B Marketing & GTM Intern (US)

Jinn AI · Remote (India) · Every application must include this task

The context

Jinn AI is an AI platform that captures in-store sales conversations and turns them into coaching, conversion insights and leadership analytics for high-value retail brands. We're now taking Jinn to the US.

Sample result to work from (illustrative, for this task only): a 40-store jewellery chain used Jinn for 3 months. Store managers coached staff weekly using their own recorded conversations. Store conversion went from 18% to 23%, and average bill value rose 9%.

The task

1. **One LinkedIn post (150–200 words).** Written for a VP of Stores at a US retail chain, using the result above. Make them stop scrolling in the first line. Include one real moment from a store where you bought something expensive: what the salesperson did right or wrong.
2. **Three numbers you'd track.** How would you know your post worked? If the numbers didn't move, what would you change?

How to submit

Email mradul@jinnlive.com with the subject "**GTM Intern – US: <your name>**". Include:

- Your answers to tasks 1–3, as a Google Doc link (comment access) or a PDF, one page max
- One line on which AI tools you used, if any, and what you changed in their output
- Your CV
- 2–3 links to things you've written: a blog, LinkedIn posts, a college publication, anything public

Ground rules

- Use AI tools if you like, and tell us how. We're judging your thinking and your editing. Shortlisted candidates rewrite part of their answer live on a call, without tools.
- Keep it short. One sharp page beats three padded ones.
- Applications without this task won't be read.

What we look for

A clear hook, plain language, a specific point about retail (not generic AI talk), a target list you can defend, and metrics that tie to leads rather than likes. Shortlisted candidates move to a paid assignment and a short call with the founders.