

Event Operations – Intern JD

This position will support sales and marketing operations globally related to tradeshows- Total 200+ tradeshows in a year. This is a fast-paced, timeline-driven and highly demanding role that requires a self-starter with excellent motivation, collaboration, good research skills and attention to detail; a strong drive to learn about critical marketing-related skills will be necessary. Candidate should be a fast learner who can absorb information about Cvent's products, industry, company and processes to accelerate quickly in this role.

Position Duties

- Gather and update Prospect and Customer information (through secondary research) to build or maintain marketing database.
- Help company's strategic objective of evaluating and expanding the MICE market space by researching relevant events to attend and doing an in-depth analysis on the same.
- Execute and support the Tradeshow campaigns.
- Coordinating with Sales and Cross Functions to ensure follow ups on Leads Generated
- Structure and disaggregate research requests, and suggest optimal research strategy
- Conduct effective data searches across a wide variety of web sources
- Work in coordination with all the Tradeshow stakeholders.

Candidate Requirement

- Full Time Graduate/Post Graduate in any stream
- Minimum 1-year work experience is desired; however, freshers with requisite skills may also apply
- Applicant should have a strong academic background
- Applicant should have Internet Research Acumen
- Applicant should have knowledge on list management
- Applicant should have excellent spoken and written English
- Ability to liaise with cross-functional teams like sales and sales operations
- Good interpersonal skills and high attention to detail
- Positive attitude and out of the box thinker
- Proficient with MS Office, particularly Excel