

## About Us

Infintin Mobility Solutions is a startup pioneering rare-earth-free motor technology for sustainable applications in electric vehicles, HVAC systems, and industrial automation. We are committed to innovation, operational excellence, and building strong industry partnerships.

## Role Summary

We are looking for a **Marketing & Market Research Intern** to support both online and offline campaigns. The intern will help run digital marketing initiatives and physically engage with HVAC companies to evaluate product-market fit.

## Key Responsibilities

- **Digital Marketing**
  - Assist in planning and executing online campaigns across social media, email, and digital platforms.
  - Create marketing content (posts, brochures, presentations) to enhance brand visibility.
  - Monitor campaign performance and prepare reports.
- **Market Research & Field Engagement**
  - Visit HVAC companies to gather insights on product adoption and customer needs.
  - Conduct surveys, interviews, and collect feedback to assess product-market fit.
  - Document findings and present structured reports to management.
- **Collaboration & Reporting**
  - Work closely with marketing and technical teams to align campaigns with product positioning.
  - Maintain daily activity logs and contribute to weekly review meetings.
  - Support in organizing demos, events, and customer engagement sessions.

## **Qualifications**

- Pursuing or recently completed a degree in Marketing, Business Administration, Engineering, or related fields.
- Strong communication and interpersonal skills.
- Basic knowledge of digital marketing tools and platforms.
- Willingness to travel locally for company visits.
- Self-driven, detail-oriented, and eager to learn.

## **Learning Outcomes**

- Practical experience in digital marketing strategy and execution.
- Exposure to B2B customer engagement in the HVAC industry.
- Hands-on understanding of product-market fit analysis.
- Opportunity to contribute to a growing startup in sustainable mobility and industrial innovation.

## **Benefits**

- Certificate of Internship Completion.
- Mentorship from industry and academic leaders.
- Exposure to startup culture and innovation-driven projects.
- Potential for extended collaboration based on performance.