Ref. No.: RU/TPO/2023/08/25   **August 16, 2023**

NOTICE

Internship - Conversios Systems Pvt. Ltd.

Conversios is a young and professional organization, aspiring to become a preferred partner for ecommerce store owners. They aim to achieve that by providing tools and applications for digital business entities to grow their business, boost their sales and improve customer buying experience by gathering proper insights.

They are also Google premier partners and have been working in this area for the last 6 years, we already have more than 50000 + customers using our products.

Job Location : Sindhu Bhavan Road, Ahmedabad

Stipend : 10000 to 15000 INR per month

Qualifications : BCA/MCA/BSc IT/B Tech – IT / CS

1. Software Developer Intern - PHP & JavaScript:

As a Software Developer Intern at Conversios, you will have the opportunity to contribute to the development of cutting-edge MarTech products used by over 50,000 ecommerce businesses worldwide. You will work closely with our experienced development team to enhance and innovate our SaaS platform using PHP and JavaScript.

Responsibilities:

⇒ Collaborate with the development team to design and implement new features for our MarTech SaaS platform using PHP and JavaScript.
⇒ Assist in maintaining and optimizing existing codebase to ensure a seamless user experience for ecommerce businesses.
⇒ Participate in code reviews and adhere to best practices to deliver high-quality software solutions.
⇒ Identify and resolve software defects and issues promptly to ensure product reliability.
⇒ Stay updated with the latest web development trends and technologies, proposing improvements to our MarTech products.

Requirements:

⇒ Basics of PHP and JavaScript
⇒ Knowledge of HTML, CSS, and SQL databases to support ecommerce-specific features.
⇒ Familiarity with version control systems like Git for collaborative development.
⇒ Strong problem-solving skills and meticulous attention to detail.
⇒ A passion for learning and a proactive attitude in tackling challenges.

⇒ Currently pursuing or recently completed a degree in Computer Science or a related field.

2. Software Developer Intern - React.js & Node.js:

As a Software Developer Intern focusing on React.js and Node.js at Conversios, you will be instrumental in building the user interfaces and server-side applications for our MarTech SaaS products. Join our dynamic development team to gain hands-on experience in delivering scalable solutions to ecommerce businesses globally.

Responsibilities:

⇒ Collaborate with the development team to create intuitive and responsive user interfaces using React.js for our MarTech products.
⇒ Assist in developing server-side applications with Node.js to power the backend of our SaaS platform.
⇒ Optimize applications for speed, performance, and scalability to meet the demands of our growing user base.
⇒ Contribute to the entire software development lifecycle, including testing and debugging.
⇒ Research and propose innovative solutions to enhance the performance and user experience of our MarTech products.

Requirements:

⇒ Basics of React.js and Node.js.
⇒ Familiarity with RESTful APIs and asynchronous programming for seamless integrations.
⇒ Knowledge of front-end build tools, such as Webpack and Babel, to streamline development processes.
⇒ Experience with database systems like MongoDB or MySQL, focusing on ecommerce-specific data handling.
⇒ Adept at problem-solving and analytical thinking, particularly in the context of ecommerce challenges.
⇒ Currently pursuing or recently completed a degree in Computer Science or a related field.

3. Product Management Intern:

As a Product Manager Intern at Conversios, you will play a pivotal role in shaping the future of our MarTech products for ecommerce businesses. Gain hands-on experience in product planning, research, and strategy, and make a direct impact on the success of our products used by thousands of ecommerce businesses worldwide.

Responsibilities:

⇒ Conduct in-depth market research and competitive analysis to identify emerging trends and ecommerce business needs.
⇒ Assist in defining clear product requirements and specifications based on customer feedback and industry insights.
⇒ Collaborate with the design and development teams to translate product vision into actionable features and improvements.
⇒ Analyze user feedback and data to make informed decisions for continuous product enhancements.
⇒ Assist in planning and executing product launches and marketing campaigns to drive adoption and growth.
⇒ Requirements:
⇒ Strong analytical and problem-solving skills, with an ability to apply data insights to product decisions.

$\Rightarrow$ Excellent communication and interpersonal abilities to collaborate with cross-functional teams.
$\Rightarrow$ Detail-oriented and highly organized in managing product development timelines.
$\Rightarrow$ Familiarity with project management tools to streamline product planning and execution.
$\Rightarrow$ Passion for technology and a keen interest in MarTech products and the ecommerce industry.
$\Rightarrow$ Currently pursuing or recently completed a degree in Business, Marketing, Computer Science, or a related field.

4. Marketing Intern:

As a Marketing Intern at Conversios, you will be an integral part of our marketing team, helping to promote our MarTech products to a global audience of ecommerce businesses. Gain practical experience in diverse marketing strategies tailored specifically to the ecommerce industry.

Responsibilities:

$\Rightarrow$ Assist in creating and executing targeted marketing campaigns across various channels, such as social media, email, and content marketing.
$\Rightarrow$ Help analyze marketing data to measure campaign effectiveness and identify areas for improvement.
$\Rightarrow$ Collaborate with the design team to create compelling marketing materials to resonate with ecommerce businesses.
$\Rightarrow$ Conduct market research and competitor analysis to identify opportunities for our MarTech products in the ecommerce market.
$\Rightarrow$ Support the team in planning and organizing marketing events and webinars for maximum reach.

Requirements:

$\Rightarrow$ Strong written and verbal communication skills, with an ability to craft engaging marketing content.
$\Rightarrow$ Creative mindset and an eye for design to tailor marketing materials for the ecommerce audience.
$\Rightarrow$ Familiarity with social media platforms and digital marketing tools to amplify marketing efforts.
$\Rightarrow$ Analytical thinking and an ability to work with data to derive actionable marketing insights.
$\Rightarrow$ Enthusiasm for marketing and a passion for keeping up with ecommerce industry trends.

5. Customer Success Intern:

As a Customer Success Intern at Conversios, you will be instrumental in ensuring the satisfaction and success of our global customer base of ecommerce businesses. Join our customer success team to learn first-hand how to provide top-notch support and build strong relationships with our valued clients.

Responsibilities:

$\Rightarrow$ Assist in responding to customer inquiries and providing timely and effective support for our MarTech products.
$\Rightarrow$ Help onboard new customers and guide them through product setup and usage to ensure a smooth onboarding experience.
$\Rightarrow$ Monitor customer usage and identify opportunities to drive product adoption and customer retention.
$\Rightarrow$ Collaborate with the team to create customer success resources and documentation to facilitate self-service assistance.
$\Rightarrow$ Gather customer feedback and relay insights to the appropriate teams for continuous product improvements.

Requirements:
⇒ Excellent communication and interpersonal skills, with a customer-centric approach to support.
⇒ Empathy and an ability to understand and address the needs of ecommerce businesses.
⇒ Ability to handle multiple tasks and prioritize effectively in a fast-paced environment.
⇒ Problem-solving mindset and a positive attitude in assisting customers with their challenges.
⇒ Interest in technology and software products, particularly in the context of ecommerce businesses.

Students interested may revert to Ms. Poonam Chakravarty , Placement Coordinator ,Rai School of Engineering by <u>August 19, 2023</u>

Rajesh Nair
Training & Placement
Corporate Resource Cell