

Intern-Digital Marketing

Ihre Aufgaben

- Research webinar content : Research content and summarize findings [Once]
- Benchmarking analysis : Compile benchmark data from all competitors patterns by price range/patterns [Once]
- Digital Marketing activities monitoring and tracking (every week)
- E-commerce Livestream support (online & onsite) (4x per month)
- E-Commerce visual adaptation
- E-Commerce content creation support
- Media test preparation (once)
- TCP Point Mall tracking (merchandise stock, points, support enquiries)
- Incentive trip achievement tracking
- Sell in reporting tracking
- KOC content
- Brand collateral (tracking and distribution)
- 2026 soft launch event preparation
- Admin support : Update and re-arrange training content in Training TEAMS channel. [Once]



Job ID
REF89632Y

Standort
Petaling Jaya

Rechtliche Einheit
Continental Tyre PJ Malaysia Sdn. Bhd.

Ihr Profil

Degree in Marketing / Mass Communications

Unser Angebot

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Über uns

Continental Tyre Malaysia is part of Continental AG, a leading global technology company with over 150 years of history, specialising in tyres, automotive solutions, and mobility innovations.

With a strong commitment to safety, performance, and sustainability, we deliver high-quality tyres designed to meet the diverse needs of Malaysian roads and driving conditions. Backed by German engineering excellence, Continental Tyre Malaysia continues to set industry standards through cutting-edge technology and reliable customer service, ensuring every drive is safer, smarter, and more enjoyable.