



Placement Opportunity

Undergraduate (BA) student:

Graduate (MA) student:

Reference:	BETATEC-TextLab – 02
Company Name:	TextLab
Company Type: (Startup/Mature/...)	Growth Startup
Location: (full address)	15 Halamish St Caesarea
Stay Duration: (min 2, max 6 months)	5-6 Months

Company Description:

Text messaging is the business interface of the future! TextLab is operating in the field of Text Mining. We use AI for personalizing text and messaging for triggering user action!

In simple words it means that TextLab has a unique technology to characterize users as a textual entity, this way we could provide 20%-30% lift-up on user engagement on almost every text communication. TextLab addresses conversion and retention platforms for eCommerce, gaming and content markets.

Job Description and Tasks:

We are looking for an undergraduate student for our fast moving team, who is willing to work and grow with the company. This is an interesting placement with opportunity for growth, to gain practical as well as theoretical knowledge:

- Marketing management – create, maintain and manage marketing processes and strategies.
- Identify key metrics to perfectly align the company's product with the market need ("product market fit").
- Hours of work will be from Sunday to Thursday from 09:00 to 18:00

Essential Requirements:

Fluent level of written and spoken English, additional languages are an advantage

- Studying for a related Bachelor degree
- Fast learner
- Quick understanding of processes
- Able to understand complex information
- Ability to carry out analysis to a detailed level
- Good communication skills
- Good computer skills
- Business and marketing-related experience are an advantage

Remuneration Details:

Transportation expenses of the intern will be covered (and some out of pocket money).