

## **MentorX Corporation**

100 Pacifica Suite, 470

Irvine, CA 92618

[mentorx.net](http://mentorx.net)

### **COMPANY DESCRIPTION**

---

Headquartered in Irvine, California, MentorX provides a critical solution to address the most challenging problem that hinders the overseas Chinese students. Today 90% of overseas Chinese students return home due to the inability of finding a job upon graduation. However, when they go back to their home country, they lack the competitive advantages on the job market.

MentorX employs the latest technologies that bring the qualified mentors who are experienced industry specialists to guide students to meet tomorrow's job requirements. The one-on-one career mentor sessions are designed for each student for which no school offers today. MentorX provides an indispensable part of learning for the Chinese students and empowers them to be successful in their careers. MentorX platform connects students, mentors and their future world anytime and anywhere.

### **DUTIES & RESPONSIBILITIES**

---

- Optimize competitive marketing strategy by defining the target customer profile, identifying their pain point and completing a competitive analysis.
- Develop partner relations which include but not limit to student organizations, universities and colleges, companies, agencies, and individuals etc..
- Conduct marketing campaigns from initiation to execution, design marketing collateral and create branding messages for online and offline events.
- Effectively communicate with cross-functional teams to ensure successful campaign execution.
- Analyze campaign performance and optimize ROI with analytics.
- Identify and develop potential promotion opportunities and channels.
- Assist in digital marketing strategy development, oversee social media programs

### **QUALIFICATIONS & REQUIREMENTS**

---

- Bachelor or Master degree in Marketing, Business, Communication or related areas.
- Experience in direct marketing, market research, communications or advertising is a plus, preferably in higher education industry
- Knowledge of marketing process and online/ offline marketing campaign, marketing practices and principles, as well as collateral and social media.
- A self-learner, self-motivator and self-starter with a passion in education, a team player with integrity.
- Excellent communicator in bilingual language English/ Mandarin, creative thinker with an ability to use both data and intuition to inform decisions.
- Proficiency in Microsoft Office Suite

### **TIME COMMITMENT**

---

These are the requested periods of time by the employer

- 2- term (50-100 hours/20 weeks)

- 3- term (50-100 hours/30 weeks)
- 1- summer term (50-100 hours/5 weeks)
- 2- summer term (50-100 hours/10 weeks)

#### **HOW TO APPLY & DEADLINE**

---

Send resume to [info@mentorx.net](mailto:info@mentorx.net), specifying "application to market intern". Application is available year round.

#### **CONTACT INFORMATION**

---

For More information please contact Linda Li at [info@mentorx.net](mailto:info@mentorx.net) or 425-524-3578. You can also visit their website at [mentorx.net](http://mentorx.net).