CODFleet — Marketing Research & Execution Intern

Role : Marketing Research & Execution Intern

Department : Marketing / Growth / Research

Work Mode : Remote

Working Days : Monday – Friday

Working Hours : 11:00 AM – 7:00 PM IST

Internship Type : Internship / Trainee

Stipend : Unpaid – Trainee Position - Paid in transition

Location : Remote — India

About CODFleet

CODFleet is a product company building practical software and intelligence systems that simplify complex business operations.

Our current product ecosystem includes **CODOrbis**, an operational intelligence platform for restaurants and service businesses, alongside our broader workforce and consumer products.

We are building the company through research, product development, experimentation and continuous learning.

About the Role

We are looking for a **Marketing Research & Execution Intern** who wants to learn how marketing is actually built — from research and strategy to content, SEO, social media, brand awareness, performance marketing and measurement.

This is **not simply a posting role**.

You will initially help us understand:

What should CODFleet communicate?
Who should we communicate with?

Where should we communicate?
What content should we create?
How do we build trust?
How do we measure whether it is working?

Once the marketing framework is established, you will participate in executing and continuously improving it.

You will work across:

- Social Media Marketing
- LinkedIn
- Website content
- SEO
- Blog content
- Brand awareness
- Brand trust
- Competitor research
- Content creation
- Performance marketing
- Marketing analytics
- AI-assisted design and content production

What You Will Work On

01 — Build the Marketing Framework

Your first responsibility will be to **research and help build the CODFleet marketing framework**.

You will investigate:

- Target audiences
- Customer segments
- Buyer personas
- Market positioning
- Brand messaging
- Content pillars
- Communication channels
- Competitor positioning
- SEO opportunities
- Social media strategy
- Website content strategy
- Blog strategy
- Brand awareness strategy
- Brand trust signals
- Lead-generation opportunities
- Performance marketing opportunities
- Marketing KPIs

The objective is to create a repeatable system rather than randomly publishing content.

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02 — Brand Awareness & Brand Trust

Before focusing heavily on promotion, you will help build the foundations of the brand.

Research and work on:

- What CODFleet should be known for
- How CODFleet communicates
- Brand voice
- Educational content
- Industry insights
- Product knowledge
- Research-based content
- Founder/company communication
- Thought leadership
- Trust signals
- Website credibility
- Social proof
- Case studies and evidence
- Industry participation
- Events and community presence

The goal is:

Awareness → Recognition → Trust → Interest → Engagement → Conversion

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03 — Social Media Management

You will help manage and execute CODFleet's social media presence.

Platforms may include:

- LinkedIn
- Other relevant social platforms
- Company profiles
- Founder/company communication channels

Responsibilities include:

- Content planning
- Content calendars
- Post creation
- Caption writing
- Creative briefs
- Visual templates
- Publishing
- Hashtag/keyword research

- Engagement monitoring
- Performance tracking
- Content experimentation
- Competitor monitoring

You will not simply be asked to “make posts.”

You will need to understand **why a particular post should exist and what it is intended to achieve.**

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04 — LinkedIn Growth

LinkedIn will be an important communication and professional brand channel for CODFleet.

You will research and execute:

- Company page content
- Founder-led content
- Product communication
- Industry insights
- Research posts
- Educational content
- Hiring/internship communication
- Product development updates
- Thought leadership
- Engagement strategies
- Relevant conversations
- Industry/community participation

You will track what generates:

Reach → Engagement → Profile visits → Website visits → Leads

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05 — Website Content & SEO

You will work with the website team to improve organic visibility.

Responsibilities include:

- Keyword research
- Search intent research
- Competitor keyword research
- On-page SEO
- Content gaps
- Website content improvements
- Meta titles
- Meta descriptions
- Heading structure
- Internal linking

- Blog strategy
- Content clusters
- Search rankings
- Search performance
- Backlink opportunities
- Technical SEO observations
- SEO reporting

You will continuously research:

What are people searching for?

and

Why are competitors ranking for those searches while we are not?

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06 — Blog & Content Research

You will research and help create:

- Blog articles
- Industry explainers
- Product education
- Research articles
- Guides
- Comparison content
- Problem/solution content
- Industry trends
- Operational insights
- Data-driven content

Content should be:

Useful → Relevant → Searchable → Credible → Actionable

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07 — Competitor Intelligence

A major part of this role is **continuous competitor research**.

You will identify and monitor:

- Competitor websites
- Social media activity
- Content strategy
- Keywords
- Search rankings
- Blog topics
- Content formats
- Messaging

- Positioning
- Campaigns
- Engagement
- Backlinks
- Website structure
- Landing pages
- Calls-to-action
- Brand communication

You will identify:

What are they doing?

Why might it be working?

What are we missing?

What can we test ourselves?

Research should ultimately turn into **implementation**.

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08 — Performance Marketing

After the foundational marketing framework is established, you will participate in performance marketing experiments.

This can include:

- Campaign research
- Audience research
- Ad creative research
- Landing page research
- Campaign setup support
- A/B testing
- Campaign monitoring
- CTR analysis
- Conversion analysis
- Cost analysis
- Campaign reporting
- Retargeting research
- Experiment documentation

The objective is not simply:

“Run advertisements.”

It is:

Hypothesis → Campaign → Data → Analysis → Learning → Improvement

09 — Events & Brand Signals

Once the foundation is established, you will help identify opportunities to increase CODFleet's visibility.

This can include:

- Industry events
- Webinars
- Online discussions
- Community participation
- Partnerships
- Guest content
- University events
- Startup events
- Industry communities
- Product demonstrations
- Research publications

You will help create signals that increase:

Visibility + Credibility + Recognition + Trust

10 — Generative AI & Design

We expect interns in this role to be comfortable using **Generative AI as a productivity and creative tool**.

You may use AI for:

- Content ideation
- Content research
- Copy drafting
- Content variations
- Social media concepts
- Blog outlines
- SEO research
- Creative concepts
- Visual generation
- Design templates
- Presentation materials
- Campaign ideas
- Competitor analysis
- Marketing analysis

You should also understand that:

> **AI generates material. You are responsible for the quality, accuracy, relevance and final communication.**

You should be able to create or work with basic design templates using appropriate AI/design tools.

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11 — Communication & Design

Strong communication is essential.

You should understand:

- Written communication
- Visual communication
- Brand communication
- Audience psychology
- Clear messaging
- Storytelling
- Information hierarchy
- Basic design principles
- Typography
- Layout
- Visual consistency
- Call-to-action design

You do **not** need to be a professional graphic designer.

However, you should have a good eye for:

What looks professional?
What communicates clearly?
What makes someone stop scrolling?
What makes someone trust a company?

Fleet

Research → Execution Loop

Your work at CODFleet will follow this loop:

Research

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Understand the market

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Study competitors

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Identify opportunity

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Build marketing hypothesis

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Create content/campaign

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Publish / Execute

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Measure performance

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Analyse results

↓

Improve

↓

Document learning

↓

Repeat

Research should not remain inside documents.

Good research should eventually become an action.

Key Responsibilities

- Build and maintain marketing research frameworks
- Manage social media content
- Support LinkedIn growth
- Research and execute SEO
- Monitor keyword rankings
- Research competitor SEO
- Create and manage content calendars
- Research and write blog content
- Assist website content development
- Develop content templates
- Support brand awareness campaigns
- Build brand trust signals
- Research and support performance marketing
- Analyse campaign and content performance
- Monitor competitor activity

- Identify marketing opportunities
- Use Generative AI for content and design workflows
- Create basic marketing creatives/templates
- Research events and marketing opportunities
- Document experiments and results
- Convert research into actionable tasks
- Continuously improve the marketing system

What We Are Looking For

Required

- Strong interest in Marketing, Growth, Digital Marketing or Business Research
- Good written communication
- Good English communication
- Strong research ability
- Curiosity and willingness to investigate
- Basic understanding of social media
- Basic understanding of SEO
- Interest in content creation
- Understanding of basic design principles
- Comfortable using Generative AI tools
- Ability to learn independently
- Ability to analyse competitors
- Ability to turn research into action

Good to Have

- LinkedIn marketing experience
- SEO tools experience
- Google Search Console
- Google Analytics
- Keyword research tools
- Canva or similar design tools
- Generative AI design tools
- Content writing experience
- WordPress/CMS experience
- Performance marketing experience
- Meta Ads / Google Ads knowledge
- Basic marketing analytics
- Previous startup experience

Who Will Do Well in This Role?

This role is suitable for someone who:

- Doesn't want to just execute instructions
- Likes researching **why something works**

- Enjoys finding patterns
- Wants to understand digital marketing deeply
- Can move between research and execution
- Is comfortable experimenting
- Wants to learn SEO
- Wants to understand brand building
- Can communicate ideas clearly
- Is willing to use AI as a serious productivity tool
- Can take ownership of a marketing problem

Not suitable for someone who only wants:

- A social media posting job
- Pre-written captions to publish
- A purely graphic-design position
- Repetitive work without research
- Instructions for every individual task

How Performance Will Be Evaluated

Performance will be evaluated on:

Research

- Quality of research
- Depth of competitor analysis
- Ability to identify opportunities

Execution

- Quality and consistency of content
- SEO implementation
- Social media execution
- Campaign execution

Intelligence

- Ability to understand performance data
- Quality of hypotheses
- Ability to identify what worked and why

Creativity

- Content ideas
- Campaign concepts
- AI-assisted creative work
- Design quality

Ownership

- Initiative
- Problem solving
- Following through
- Turning research into implementation

Communication

- Clear reporting
- Documentation
- Team communication
- Ability to explain decisions

Internship Growth Path

Stage 1 — Research

Understand CODFleet, market, audience and competitors.

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Stage 2 — Framework

Build the marketing and content system.

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Stage 3 — Brand

Build awareness, credibility and trust.

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Stage 4 — Content

Create and distribute consistent content.

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Stage 5 — Growth

SEO, LinkedIn, website traffic, events and community.

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Stage 6 — Performance

Campaigns, experiments and measurable acquisition.

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Stage 7 — Ownership

Own specific marketing channels and growth objectives.

The Core Expectation

Don't just ask, "What should I post?"

Ask:

Who are we trying to reach?

What do they care about?

What are competitors doing?

What does the data tell us?

What should we test?

What happened after we tested it?

What should we do next?

That is the mindset we expect from a CODFleet Marketing Research & Execution Intern.