

Digital Marketing & Growth Intern - Fehris App

Project Description:

This internship focuses on developing marketing and product positioning strategies for **Fehris** - <https://fehris.qcri.org/>, a modern bookmarking and knowledge organization app. The intern will help identify target users, define product messaging, explore niche use cases, and promote the product across online platforms.

The goal is to improve product visibility, user adoption, and product-market fit.

Project Type: Product Marketing / Product Management

Internship Batch:

- **Batch 1:** May 10 to July 9 or
- **Batch 2:** May 31 to July 23

Duties/Activities:

- Understand Fehris features and define clear product messaging
- Identify target users, market segments, and niche use cases
- Plan and support product launches (e.g., Product Hunt)
- Create marketing content and social media posts (e.g., X, reddit, etc)
- Explore growth opportunities and user acquisition channels
- Gather user feedback and suggest product improvements

Required Skills:

- Strong communication and writing skills
- Interest in product management and marketing
- Basic understanding of digital marketing or product strategy

Preferred Intern Academic Level: Third Year / Final Year - Marketing / Business / IS Students

Learning Opportunities:

- Hands-on experience in product marketing and growth strategy
- Product-market fit and user research
- Mentoring from marketing personnel in HBKU Corp

Expected Team Size: 1 - 2 interns

Mentors

Name: Mohammed Shinoy

email: mshinoy@hbku.edu.qa