



Wishberry – Be a Student Brand Manager!

Part time Job – Part Work. Part Play

1) What does a Student a Brand Manager do?

For starters, being a Student Brand Manager (SBM) is not just any college internship. It's an opportunity to be a part of a revolutionary web start-up bringing innovative concepts into the lives of college students.

Your goal as an SBM is to build buzz around the Wishberry brand and increase adoption in the college campus by creating personal experiences with college students.

There's much more to raising brand awareness than handing out flyers or leaflets. Student Brand Managers are expected to find interesting new ways to get college students talking about AND using Wishberry. The more inventive the better; after all, innovation is what Wishberry is all about.

For example: Executing a teaser campaign featuring one of the college "cool kids" using Wishberry (Pooja got her Guess Watch @ Wishberry, did you?); or pushing Wishlists as an undercover sales force agent (007). Real cool stuff, ain't it?

The job is what YOU make of it. All we ask for is a whole lot of creativity and at least 10 hours per week.

2) Who is a Student Brand Manager?

There is no one character trait that makes an AWESOME Student Brand Berry. Wishberry looks for enthusiasm, creativity and, of course, plenty of energy. We want go-getters who like people, love life, and won't settle for "good enough".

We look for entrepreneurs – undergrad students known for making things happen. We want people who know how to balance work and play - who are organized, reliable, connected, and know their campus like the back of their hand.

Sound like you?

3) What's in it for you?

Well, in addition to taking your college experience to the next level and possibly becoming the most popular person on campus...you get paid if you perform.

We will cover your costs and give you a BONUS if you achieve your targets and exceed them.

Don't forget, you get to put STARTUP experience on your resume, along with a letter of recommendation! It's an ideal way of learning marketing and business building before you enter the world of work. And if you love your experience and we love you, you can join the Wishberry team full-time after your graduate!



4) Apply to become an SBM

It's simple. Fill up the application on the link below.

http://bit.ly/apply_wishberry

Also, mail your resume to info@wishberry.in

About Wishberry.in

Wishberry.in is a young, growing, Mumbai based start-up, which brings the western "gift registry concept to India, online! If you are celebrating any big occasion, be it a wedding, baby shower, anniversary or even your birthday, you can use Wishberry.in to create a Wishlist of the gifts YOU really want or need and share this list with your friends and family online! Your guests can then buy you presents off your Wishlist (or chip – in a smaller contribution) and make payments online! Your gifts then get delivered to your doorstep! This way YOU get what you really want and your FRIENDS are not left guessing the "perfect gift"! And what's even better is you can make a Wishlist for your friends too!

How was the Idea Born?

The founders all have their stories: Boxes of random show pieces at a brother's wedding, 6 bottles of Sula Merlot for their own birthday, 2 identical baby – prams for a sister's baby shower, etc., etc. And they thought, wouldn't it be better to get the new iPhone, just 1 bottle of Champagne, or a baby-walker, bottle – sterilizer and pram for the new baby instead? That's what the founders want to make possible for their birthdays, weddings and baby showers! Thus is born, Wishberry.in

Team Strength

The core management team boasts strong academic backgrounds and years of work experience from reputable academic institutions and professional organizations ranging from IIT – Madras and Wharton Business School to Id8 Labs, McKinsey & Co., Goldman Sachs, and The World Bank, IFC.

The Buzz so Far

Wishberry.in soft-launched a beta version for public use in July 2010, and has received a phenomenal response since. With over 190 brands, Wishberry has put together an impressive online gift catalogue. Some of the brands - Mango, Promod, Biguine, Aldo, La Senza, NineWest, Thomas Cook, Good Earth, AA Living etc. Our Facebook fan page, boasting over 16,000 fans further emphasizes the social nature of the Wishlist concept started by Wishberry.in

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