

Job Description

Job Title: Sales & Marketing Executive/Intern

Company: DeltaFrontier SDN BHD

Location: Kuala Lumpur

Employment Type: Full-Time

About DeltaFrontier

DeltaFrontier is a leading regional AIoT solution provider transforming commercial real estate, smart buildings, and data centers through innovative technology. Our passionate team drives success by delivering cutting-edge solutions. If you're a creative, motivated fresh graduate or early-career professional eager to shine in a marketing role within a tech-driven environment, DeltaFrontier is your launchpad.

Role Overview

We are seeking a dynamic Entry-Level Marketing Executive to drive our marketing initiatives for AIoT solutions. Perfect for interns, fresh graduates or candidates with 1 year of experience, this role focuses on crafting compelling marketing campaigns, creating engaging content, and amplifying our brand in the smart technology space. You'll collaborate with teams to promote DeltaFrontier's vision while growing your marketing expertise in a fast-paced industry.

Key Responsibilities

Sales & Business Development

- Identify and qualify new business opportunities in the **AIoT, smart building, and data center sectors**.
- Actively engage with prospects via calls, emails, LinkedIn outreach, and events to **generate leads and build pipelines**.
- Support the full sales cycle: from prospecting and pitching, to preparing quotations and proposals, to closing deals with guidance from senior team members.
- Attend client meetings and presentations to understand requirements, demonstrate solutions, and highlight DeltaFrontier's value.
- Maintain accurate records of leads, opportunities, and activities in CRM systems.

Marketing & Lead Generation

- Collaborate with the marketing team to create impactful sales collaterals (presentations, brochures, case studies) that support client engagement.
- Contribute to digital marketing campaigns (email, social media, webinars) to **drive awareness and inbound leads**.
- Assist in creating engaging content (e.g., success stories, product highlights, short videos) to attract and nurture potential customers.
- Participate in trade shows, events, and product launches to support both lead generation and customer relationship building.

Market Research & Insights

- Research customer needs, competitor offerings, and market trends to strengthen sales strategies.

- Gather client feedback and share insights with product and marketing teams for continuous improvement.
- Track and report on sales performance metrics, including lead conversions and pipeline growth.

Qualifications & Requirements

- **Education:** Bachelor's degree in Business, Marketing, Communications, or related field. Fresh graduates or final-year students (internship) are welcome.
- **Experience:** 0–1 year in sales, business development, or marketing. Internship or project experience in B2B/tech environment is a plus.
- **Sales Skills:** Strong interest in B2B sales with confidence to reach out to prospects and present solutions.
- **Marketing Skills:** Familiarity with digital tools (e.g., Canva, Mailchimp, HubSpot/Zoho CRM, Hootsuite) is advantageous.
- **Communication Skills:** Excellent spoken and written English; ability to deliver persuasive pitches and clear messaging.
- **Tech Curiosity:** Interest in AI, IoT, and smart building technologies.
- **Personality:** Self-driven, proactive, eager to learn, and able to thrive in a fast-paced startup environment.

Why Join DeltaFrontier?

- Kickstart your career as a **sales professional in a high-growth tech company**.
- Get **direct exposure to enterprise clients** and digital transformation projects in Southeast Asia.
- Learn from experienced leaders and gain hands-on training in B2B sales and AIoT solutions.
- Opportunities to grow regionally with a supportive and collaborative team.