

## Trade Marketing Intern

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Company: PepsiCo

Location: İstanbul

Category: other-general

### Responsibilities

#### Main Purpose – What is the main objective/purpose of the role?

PepsiCo Turkey invested on a disruptive digital product; Trax Image Recognition technology to increase measuring and tracking instore execution and reach perfect store KPIS. This role will also lead Image Recognition project & User acceptance Test for enhanced execution compliance tracking for OT Snacks & Bev.

#### Image Recognition (Trax)

OT Bev & Snacks integration of new execution tracking tool of “Image Recognition”

Setup the infrastructure with Sales Technologies team and Trax agency, define and govern product master data, image library, User Acceptance Tests (UAT), governing processes and KPIs,

Work closely with commercial teams on design mutual benefit programs via evaluating instore activities.

Maintain scorecards & consistent KPI tracking - Provide regular detailed reports/dashboards of instore performance to make results visible for data driven actions.

### Qualifications

University 3 /4 students

Excellent command of English

Proficiency in MS Office and excel

Proactive and energetic communicator,

Eager to Build relationships with stakeholders

Hard worker, resilient

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#### Cross References and Citations:

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