

Google Ignite job fair brings internship chances

GOOGLE Ignite, a training-to-internship programme focused on the development of digital marketing skills among Malaysian university students, has enabled more than 1,200 Malaysian students to attain Google AdWords certification this year.

These 1,200 were the successful ones out of more than 5,200 students from 20 local partner universities involved in this year's Google Ignite programme which ran from April to last month.

The Ignite partner universities are HELP University, INTI International Universities and Colleges (KL, Subang, Penang, Nilai and Sabah), Limkokwing University, UCSI University, MMU Cyberjaya, MMU Malacca, Monash University, Sunway Ipoh and Nottingham University, Taylor's University (Lakeside), UTAR (Perak and Sungai Long).

With the help of Malaysian Advertising Association (MAA) and JobStreet.com, the certified students recently vied for the opportunity to intern with a Google Partner agency or leading digital companies and brands in Malaysia via the Google Ignite Job Fair, where 225 internship vacancies from 67 companies were up for grabs.

The internship positions are focused on marketing and advertising positions for the students to practise their skills obtained from Google Ignite.

"We are super pleased that more students are interested in acquiring digital marketing skills, which is great news because it adds to the growing pool of digital talent in the country," said Den-



(From left) JobStreet.com Malaysia country manager **Chook Yuk Yng**, **Denise Gamo** and **Connie Ng** of Malaysian Advertisers Association.

ise Gamo, SMB Marketing head at Google Malaysia.

"The response to Google Ignite this year far exceeded last year's, which shows that many students realise just how in-demand digital marketing-savvy individuals are in today's workforce."

She added that those who did not manage to secure internships need not fret as a Google AdWords certification would still go a long way towards making them desirable for digital agencies and brands to hire.

Gamo said that Google Ignite also aimed to ensure potential employers have a bigger choice of quality talent to draw from when looking to hire employees with greater specialisation in digital marketing to help drive their business.

"Thanks to MAA and JobStreet.com,

the second year for Ignite has been impressive as the certified students this year more than doubled that of last year.

"In view of this, we would like to encourage more universities, especially those outside the capital, to take part in this programme," she said.

Throughout the duration of the initiative, Google provided participating universities with online learning resources for self-studying and in-university training on Google AdWords.

Ignite modules comprised Fundamentals of Search, Advanced Search and Advanced Display, with those passing the exams on Fundamentals of Search and either one of the other modules receiving AdWords certification.

All training and exams were free of charge.