



Welcome to a place
where your ideas lead
to something big.

Welcome to Bosch.

Let's be remarkable.

Global eCommerce Marketing Internship (Amazon)

DREMEL

Breda, The Netherlands

Dremel, part of the Bosch Group, is the global market leader in versatile tool systems, such as rotary tools and other home solutions. The Dremel EMEA headquarters are situated in Breda, the Netherlands and takes care of all marketing and sales activities together with the local offices across Europe, Middle East, Africa, Latin America, and Asia Pacific. The international team works in various areas across the business, such as Sales, Marketing, Controlling and Business Development. The Dremel working environment is young, dynamic and a place where input and initiative of employees is highly valued. As an intern at Dremel, you will be working alongside highly motivated, experienced colleagues as well as a group of other interns in an environment which allows for students to develop on both a personal and professional level. Dremel's supportive working culture is a key part to its success. For more information regarding Dremel please visit: <https://www.dremel.com/gb/en>

The newly established Amazon Content Excellence team is on the search for an upcoming graduate or a student about to embark on their placement year to support the team in a wide variety of areas. From creating and designing content concepts for upcoming product launches to supporting local countries across the world.

In this role you will:

- ▶ Collaboration within the marketing team for full online content optimizations by creating SEO proof product titles, writing captivating and informative USP's and product descriptions, as well as updating images.
- ▶ Utilize creative skills to conceptualize new visual and textual content for Amazon
- ▶ Communicate internally with colleagues across the globe and support with content requests
- ▶ Support with new product launches on Amazon
- ▶ Research and implement relevant high search volume keywords for Amazon listings
- ▶ Carry out product experiments e.g. A/B testing, consumer journey research etc.

What we have to offer

- ▶ A diverse internship in an international environment
- ▶ A varied and hands-on/practical internship
- ▶ A fun and international team
- ▶ An open environment, where initiatives and new ideas are very much encouraged

Qualifications

- ▶ Our need-to-haves:
- ▶ You are currently enrolled in a Digital marketing / Business management / Marketing related degree and averaging a 2:1 or above
- ▶ Written and verbal communication skills in English are necessary. You're good with words and you pay attention to detail.

Nice-to-haves

- ▶ Experience with photo editing/visual design software (Adobe) is a plus, but not required.
- ▶ Interest in a career within Ecommerce marketing
- ▶ Experience with MS Office Tools.
- ▶ In this role you will be given a lot of responsibility, therefore we are looking for a smart, independent and well-organized colleague.

Details

- ▶ Duration: July 1, 2023 – July 31, 2024
- ▶ Level: Bachelor Student
- ▶ Location: Breda - a cosy city in the province of North Brabant, within 1 hour to big and international cities, like Amsterdam, Rotterdam, Antwerp.