

# Full Time Intern / Working Student Business Development (m,w,d)

## WHO YOU'LL WORK WITH

You'll work as an essential part of an early stage Tech-Startup close to Duesseldorf. At Digitale Strickmanufaktur (DSM), we build technology for an automated on-demand textile production, that is connected to our customers in close to real-time via our Cloud-Architecture.

We want to grow further - that's why we are looking for a highly motivated intern to help market our product suit to customers in B2C and B2B.

## WHAT YOU'LL DO

You'll work on different business development tasks to help grow our company and prepare it for a first successful VC fundraising.

- Support DSMs growth, by developing marketing & sales strategies for B2B and B2C
- Build up a brand image for sustainable and mass-customizable knitwear
- Implement SEO strategies to increase DSMs rankings, update and adapt DSMs webpage and online shop
- Build up DSMs presence on social media networks by writing engaging content
- Structure, develop and execute email campaigns

## YOUR PROFILE

- Education: Studies in business administration or related field
- Prior practical experience in online marketing from work in a similar position for >3 month
- Prior working experience in the apparel industry is a plus
- Strong analytical thinking, structured way of working, excellent communication and self-organization skills

Interested in this position? Send your CV to [info@digitale-strickmanufaktur.de](mailto:info@digitale-strickmanufaktur.de) and we will get back to you as soon as possible.

Check out our website [www.digitale-strickmanufaktur.de](http://www.digitale-strickmanufaktur.de) for more information