



Marketing Content Writer – Technology

2016 Paid Internship

Windsor, CT

Purpose

Author, edit, review, and publish technical marketing content to establish the company's expertise in automated test equipment products and services. Advance the company's thought leadership in target industries including avionics, advanced batteries, and electronics manufacturing.

Requirements

- Communications or EMAC major, Professional Writing minor
- Outstanding writing skills including grammar and succinct style with active voice
- High-tech acumen. Comfortable learning and applying high-tech industrial terminology used by engineers
- Ability and eager desire to learn industrial applications of company's products; synthesize and communicate features and benefits to key customer applications

Important Skills

- Journalism, including interviews of subject matter experts
- Blogging
- Digital and visual media
- Social media
- SEO /SEM
- Media relations

Responsibilities

Author, edit, and publish marketing content consisting of blogs, white papers, infographics, product brochures, business impact case studies, news releases and web pages. Interview subject matter experts within the company, and customers to obtain source information. Coordinate regular digital media updates.

Location

Company headquarters in Windsor, CT; occasional inter-office travel between company's facilities in Marlborough, MA and Fair Lawn, NJ. Travel expenses covered by company.

Hours

Flexible 8 hours/week during spring and fall semesters, 20-40 hours/week during summer internship and semester breaks. Opportunity to earn full-time employment after graduation.

Headquarters:

839 Marshall Phelps Rd.
Windsor, CT 06095
T: (860) 298-9925

257 Simarano Dr
Marlborough, MA 01752
T: (508) 281-8288

39-40 Broadway, Suite #2
Fair Lawn, NJ 07410
T: (201) 773-9115



How to Apply

Send **resume**, **cover letter**, and **writing sample** to careers@bloomy.com. Due to ITAR restrictions, candidates must be citizens, permanent residents, or have asylee/refugee status in the United States. Additional job opportunities are posted at www.bloomy.com/company/careers.

About Bloomy

Bloomy is a leading supplier of products, platforms, and custom turnkey systems for automated test, data acquisition, and control applications. Bloomy's solutions for high-tech manufacturers increase productivity, improve product quality, and reduce manufacturing costs. Bloomy has significant experience and a large customer base in aerospace, electronics, energy, and medical devices. We have offices in Windsor, CT; Marlborough, MA; and Fair Lawn, NJ. We perform engineering design, software development, system assembly, and host National Instruments Certified Training Centers at all locations.

Our employees enjoy highly stimulating and challenging work. We provide a creative, collaborative environment that is committed to your professional development and growth.

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