



NXGEN ELECTRONICS
Direct Unpaid Internship
Marketing Intern
Undergraduate Students

Company Background

NxGen Electronics, Inc. is an innovative company that specializes in interconnecting and packaging electronic components from the commercial and military markets, often because NxGen's expertise in miniaturization, innovative connectivity and product development.

Project Overview:

NxGen offers the opportunity to one or several students to get hands-on experience with modern marketing methods in a high-tech environment. Specifically, the opportunity involves implementation of a marketing strategy that takes advantage of social networking technologies: blogs, YouTube and article posting sites like eZine.

The intern/s will also be able to assist with redesigning the web site and sales literature in order to refocus our communication to the right target markets and to build a consistent branding.

Suitable candidates will have knowledge in marketing and/or business and the desire to learn about designing, developing and marketing sophisticated and/or miniaturized electronics. The term of the internship can last up to one academic year, however single-semester terms may be arranged.

Skills and Requirements

- Marketing/business
- Familiar with social networking sites (LinkedIn, FaceBook, YouTube, etc...)
- Web site design/maintenance is a plus
- Marketing research (explore market opportunities for potential new products)
- Good writing and communication skills
- Have an interest in learning some aspects of the process to create novel electronic products

To apply send your resume to Lauren Nasca at Lauren@nxgenelect.com