

# Content Marketing Intern (Paid Internship)

## About Avanti Content Co.

Avanti Content Co. is a Cleveland-based content marketing studio that helps complex B2B brands in industries like manufacturing, technology, healthcare, and professional services tell their stories and reach the right audiences. We specialize in content creation, brand voice development, SEO, web design, and PR. Our mission is to help overwhelmed marketing departments articulate their value, educate their audiences, and spread awareness of their services and differentiators.

## About the Role

We are looking for a Content Marketing Intern who is an excellent writer and excited to gain hands-on experience in B2B marketing. You'll work directly with the founder of Avanti Content Co., gaining exposure to real client projects and the inner workings of a growing marketing business.

This role is for students with strong writing skills, a positive attitude, and a growth mindset. You'll learn about branding, SEO, content strategy, and the tools that enable success, such as SEMrush, Wordpress, and Google Analytics.

## What You'll Do

- Write content for websites, blogs, case studies, whitepapers, and collateral
- Learn and apply SEO best practices, including keyword research using tools such as SEMrush
- Leverage and edit AI-generated content, and train GPTs for marketing use cases
- Repurpose content for different mediums
- Occasionally conduct interviews with project stakeholders or subject matter experts
- Create media lists for pitching articles to trade publications
- Use WordPress to publish and optimize web content
- Learn how to be a project manager by planning marketing initiatives from end to end
- Learn the business side of running a communications studio, including prospecting, client management, and brand building
- Explore industries such as technology, manufacturing, and professional services through real projects

## Requirements

- Strong foundational writing and editing skills
- Curiosity and the ability to learn technical subject matter quickly
- Detail-oriented with strong organizational skills

- Positive attitude, growth mindset, and willingness to learn new skills, processes, and tools

### **Eligibility**

- Current undergraduate or graduate students. This role is a fit for those studying communications, journalism, marketing, English, business, or related fields, but we also welcome those studying science, engineering, math, and technology who are interested in marketing.

### **Compensation & Timeframe**

- Paid - \$10/hour
- Flexible, part-time schedule (10–15 hours per week)
- Internships are available on a rolling basis

### **Why Join Us?**

You'll be trusted with meaningful projects and leave with a portfolio of published work. You'll gain firsthand insight into how a growing content business operates, receive 1:1 mentorship, and develop a foundation for a career in B2B communications.

### **How to Apply**

Please send a resume, cover letter, and 2-3 writing samples to [maggie@avanticontent.com](mailto:maggie@avanticontent.com)

### **Contact Information**

Maggie Sullivan

Avanti Content Co.

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