

Marketing Internship

at K2 Dental Arts

Company

Ranked as the 323rd fastest-growing company in the US by Inc. Magazine, K2 Dental Arts is spearheading the dental industry shift from analog to digital across the United States, Canada and Puerto Rico. With beginnings at the UVA Darden School of Business, K2 takes a novel business approach to implement cutting-edge manufacturing methods and high-touch customer support. K2's informal and supportive work culture has a constant focus on performance and achievement.

Position – Charlottesville, VA

The internship will provide you with insight into a successful startup, small team environment, and the core business functions of a company. You will be exposed to the fields of marketing, operations, strategy, communications, market research and possibly sales. Your major and interests will play a large role in determining in which area you spend most of your time.

Work You'll Do

As a marketing intern, you will work closely with the Marketing Associate and Customer Service Team. You will spend time shadowing to learn about the business, executing basic operations and ultimately, be responsible for one long term project or several smaller, short term ones depending on the company's needs. Projects might include developing dental blogs, expanding our Facebook/LinkedIn presence, creating ways to streamline communications through various mediums, recommending ways to increase sales by gathering and analyzing customer data, researching and recommending new suppliers and partners for the launch of a new product line, or assisting in the rollout of a benefit plan to name a few. As a member of a small and highly qualified team, you will carry significant responsibility early on.

Qualifications

- Self-motivated
- Proven ability to reach goals
- Curious
- Meticulous
- Quick to learn
- Team experience

For more information or to apply, contact Rachel Ritter:

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