

INNOVATE YOUR STORY

at careers.geappliances.com

Bodewell

Bodewell is how we take care of consumers—one seamless platform that connects every product, brand, service, and touchpoint including select partners into a unified experience.

The Bodewell Co-op provides a comprehensive digital marketing and eCommerce experience, offering exposure to email marketing, website optimization, and brand strategy execution across multiple consumer brands.

Co-ops gain hands-on experience with platforms, including Salesforce Marketing Cloud, Google Analytics, Content Square, and JIRA. With structured training and cross-functional collaboration, this role serves as an excellent foundation for careers in digital marketing, eCommerce, and brand management.

Why You Want This Experience

- Enhance skills in email marketing, digital content management, and campaign performance tracking
- Learn how to analyze metrics, build compelling presentations, conduct competitive benchmarking, and develop creative briefs
- Strengthen collaboration, business communication, project management, and cross-functional teamwork skills



“During my co-op, I gained hands-on experience in CRM, website management, and social media while learning from incredible mentors. This experience shaped my career goals and launched my career with GE Appliances!”

-Sarah



GE APPLIANCES
a Haier company