

INNOVATE YOUR STORY

at careers.geappliances.com

Marketing & Brand

Marketing & Brand at GE Appliances creates and grows winning Brands that engage and delight our Owners.

The Marketing & Brand Co-op at GE Appliances contributes to projects and initiatives that strengthen our Brands to win in the marketplace. Co-ops will have opportunities to work across our organization on a variety of projects that build skills and experience in brand strategy and campaigns, advertising, social media and trends, consumer insights, and pricing.

With structured training, cross-functional collaboration, and the opportunity to directly impact brand growth and sales performance, this role offers an invaluable foundation for future careers in marketing and brand management.

Why You Want This Experience

- Gain experience in marketing campaign, content creation, social media, and pricing strategies
- Refine expertise in social listening, data and social analytics, brand stewardship, and ROI measurement
- Exposure to negotiation, communication, and cross-functional collaboration



"This co-op gave me the chance to really grow—professionally and personally. I learned so much about marketing, teamwork, and what it takes to bring real value to a company."

- Lashawnda



GE APPLIANCES
a Haier company