

INNOVATE YOUR STORY

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Owner Channel

The Owner Channel at GE Appliances pursues zero distance to our Owners through direct-to-consumer strategies that drive business growth.

The Owner Channel 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 with the Owner Channel, 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



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a Haier company