Marketing & Customer Success Intern – SparcFactory

Company: Sparc Engineers / SparcFactory
Position: Marketing & Customer Success Intern
Employment Type: Internship / Part-Time
Location: Remote

About SparcFactory

SparcFactory is a growing manufacturing technology platform designed to make it easier for manufacturers, buyers, and suppliers to connect and manage their business relationships. The platform helps companies streamline RFQs, proposals, supplier communication, sourcing, and supply chain management in one centralized system.

As we continue to grow SparcFactory, we are looking for a motivated **Marketing & Customer Success Intern** who enjoys working with customers, learning new technology, and helping businesses understand how software can improve their operations.

Position Overview

The Marketing Intern will play a hands-on role in introducing prospective customers to SparcFactory and helping new customers successfully adopt the platform.

This position is ideal for someone interested in **marketing, sales, customer success, technology, entrepreneurship, or manufacturing**. The intern will gain direct experience working with prospective customers, supporting SaaS customer acquisition, conducting software demonstrations, and helping shape the customer experience for a growing technology platform.

Key Responsibilities

- Conduct live demonstrations of the SparcFactory platform for prospective customers.
- Explain SparcFactory features, capabilities, and potential business benefits in a clear and professional manner.
- Assist new customers with account setup and onboarding.
- Guide customers through platform features and help them establish their initial workflow.
- Follow up with prospective customers after product demonstrations.

- Follow up with new customers during the onboarding process to answer questions and encourage platform adoption.
- Develop a strong understanding of SparcFactory and become comfortable demonstrating the platform independently.
- Gather customer feedback and communicate opportunities for product improvements to the SparcFactory team.
- Help create onboarding materials, tutorials, FAQs, presentations, and other customer resources.
- Assist with email marketing, social media, customer communications, and other marketing initiatives.
- Help identify prospective manufacturers, suppliers, and other potential SparcFactory users.
- Maintain organized records of demonstrations, prospects, onboarding progress, and customer interactions.
- Support additional marketing and business development activities as SparcFactory continues to grow.

Qualifications

- Currently pursuing a degree in Marketing, Business, Communications, Entrepreneurship, Sales, Supply Chain Management, or a related field.
- Strong verbal communication and presentation skills.
- Comfortable speaking with business professionals and conducting virtual or in-person demonstrations.
- Professional, dependable, and comfortable taking initiative.
- Strong organizational and follow-up skills.
- Ability to learn new software and technology quickly.
- Customer-focused mindset with an interest in helping users solve problems.
- Comfortable working in a startup environment where responsibilities may evolve as the business grows.

Preferred Qualifications

Experience is not required, but the following would be beneficial:

- Previous customer service, sales, marketing, or internship experience.
- Experience giving presentations or demonstrations.
- Familiarity with CRM, SaaS, or other business software.
- Interest in manufacturing, supply chain, engineering, or technology.
- Experience with LinkedIn or other digital marketing platforms.
- Interest in startups, entrepreneurship, or business development.

What You'll Gain

This is more than a traditional marketing internship. You will have the opportunity to work directly with customers and participate in the growth of an early-stage technology platform.

You will gain practical experience in:

- SaaS marketing and customer acquisition
- Software demonstrations
- Customer onboarding and customer success
- B2B sales and relationship development
- Manufacturing and supply chain technology
- Digital marketing
- Startup growth strategy
- Customer feedback and product development

You will also have the opportunity to provide feedback that directly influences how SparcFactory markets, sells, and develops its platform.

Who We're Looking For

We're looking for someone who is **personable, confident, curious, and willing to learn**. You don't need to be an expert in manufacturing or software when you start. You do need to be comfortable learning the platform, talking with customers, asking good questions, and helping customers get value from the technology.

This is a strong opportunity for a student who wants meaningful business experience and the opportunity to take ownership of customer-facing responsibilities rather than simply performing traditional intern tasks.

Apply

Interested candidates should submit a resume along with a brief introduction explaining their interest in marketing, technology, startups, or the manufacturing industry to matt@sparcengineers.com.