

Marketing Intern

The Company

HD**medical** is an innovative developer and manufacturer of medical devices located in Rutland, VT. We are a leader in innovative products designed to improve the quality of care for the most vulnerable patients in critical care and other areas of healthcare. Founded in 2016, HD**medical**, then Healthy Design, began development of its flagship product, the Exersides® Refrains®, a restraint alternative designed to prevent numerous dangerous and expensive complications brought about by the use of restraints and over-sedation. The current product line now includes DelTrain™ VR immersive education and A+O x 3™, a consultancy service. There are also products in the research and development phase with ongoing clinical studies in collaboration with an award-winning medical institution for the same target audience.

The Team

HD**medical** has a team of experts that bring over 25 years of innovation and commercialization in the MedTech industry, focusing on health technology solutions that improve patient safety and outcomes.

The Role

HD**medical** is seeking a Marketing Intern to help advance commercialization within hospitals and health systems by translating insight into action. This role offers hands-on exposure to how modern healthcare marketing drives adoption and revenue, from discovering audience needs and shaping brand voice, to creating and testing content and supporting early-stage commercial outreach.

The intern will work closely with HD**medical's** leadership, gaining practical experience across digital marketing, market research, and go-to-market execution. This is an opportunity to learn how marketing functions in a regulated healthcare environment, contribute meaningfully to real-world growth initiatives, and build a strong foundation in data-informed, mission-driven marketing.

Learning and Responsibilities

- ✓ Social-First Content Intelligence
- ✓ Brand Voice Development
- ✓ Content Sprint and Testing
- ✓ AI-Enabled Marketing Workflows
- ✓ Sales & Commercial Support
- ✓ Organization & Reporting

Qualifications

Must Have

- Strong writing and ability to match tone for a professional audience
- Strong research skills and comfort synthesizing patterns from qualitative data
- Organized, detail-oriented, and reliable with deadlines
- Comfortable using Microsoft 365 and social media platforms
- Interest in healthcare, nursing, patient safety, or medical devices

Preferred

- Experience with LinkedIn Sales Navigator
- Comfort with AI tools for writing/research
- Basic design skills (Canva, slide-making)
- Experience with A/B testing concepts or basic experimentation
- Experience with CRM (HubSpot preferred)