

# BuzzIQ Labs

<https://buzziqlabs.com/careers/content-marketing-intern-icm010/>

## Content Marketing Intern

### Description

**Job Title:** Content Marketing Intern

**Company:** BuzzIQ Labs

**Location:** Pune

**Employment Type:** Internship (Full-Time)

### Hiring organization

BuzzIQ Labs

### Employment Type

Intern

### Job Location

Pune, Maharashtra, India

### Date posted

September 21, 2026

### About BuzzIQ Labs

BuzzIQ Labs is your trusted B2B demand-gen partner built for the new era – where buyers are informed, journeys are complex, and growth demands precision.

We specialize in creating intelligent, full-funnel marketing systems that help businesses attract the right audience, build trust, and convert demand into measurable revenue. BuzzIQ Labs serves clients across APAC, EMEA, and North America, bringing a global perspective to every engagement.

### Responsibilities

We are seeking an energetic and detail-oriented Content Marketing Intern to support our growing content and SEO strategy team. In this role, you will gain hands-on experience crafting high-impact B2B SaaS content, conducting research, and optimizing digital assets to drive organic traffic and lead generation. You will work closely with our Senior SEO Analysts, strategists, and copywriters across various client portfolios.

- **Content Creation & Copywriting:** Draft engaging short- and long-form content, including blog posts, social media updates, newsletter copy, and content summaries tailored to B2B SaaS audiences.
- **Research & Topic Ideation:** Assist in keyword research, SERP analysis, and topic brainstorming to support content briefs and pillar strategies.
- **Content Optimization:** Learn and apply basic SEO best practices (on-page optimization, meta tags, internal linking, and formatting) to enhance existing articles and landing pages.
- **Editorial & Proofreading:** Review, edit, and proofread draft copy for grammar, tone, clarity, and adherence to brand voice and style guidelines.
- **CMS & Content Operations:** Upload, format, and publish articles and visual assets in Content Management Systems (e.g., WordPress, Webflow, HubSpot).
- **Performance Tracking:** Support the team in tracking content metrics using Google Analytics 4 and Google Search Console to understand traffic, engagement, and conversion patterns.

### Qualifications

- **Education & Background:** Currently pursuing or recently completed a degree in Marketing, Communications, Journalism, English, or a related field.

- **Strong Writing Skills:** Exceptional written and verbal communication skills with a sharp eye for grammar, tone, and storytelling.
- **Basic Marketing Knowledge:** Familiarity with basic digital marketing principles, SEO fundamentals, and content marketing concepts.
- **Tech-Savvy:** Comfortable learning new digital tools quickly (e.g., Google Docs, CMS platforms, basic AI tools, project management software).
- **Attention to Detail:** Organized, dependable, and capable of managing deadlines across multiple tasks in a fast-paced environment.

### **Preferred Qualifications**

- Familiarity with SEO tools such as Ahrefs, Semrush, or Yoast.
- Basic understanding of B2B SaaS concepts, business models, or tech industry trends.
- Prior experience writing for a campus publication, personal blog, or previous marketing internship.

### **Job Benefits**

- Hands-on experience and mentorship from seasoned B2B SaaS marketing and SEO leaders.
- Opportunity for high performers to transition into a full-time role post-internship.
- Continuous learning opportunities with direct exposure to real-world growth strategies and analytics tools.