

Marketing Business Development Internship

Samsung

Remote type: On-site

Location: Evert van de Beekstraat 310, Amsterdam, Netherlands

Time left to apply: Posted 2 Days Ago

End Date: April 30, 2026 (30+ days left to apply)

Job requisition id: R114563

Position Summary

Are you eager to gain hands-on experience at one of the world's leading technology brands? Do you want to actively contribute to both marketing performance and commercial growth of products used by millions, such as smartphones, wearables and ecosystem solutions?

Within Samsung's Mobile Division in the Benelux, we offer a working internship that combines Marketing and Business Development. This role is a true hybrid: approximately split between performance-driven marketing execution and commercially oriented growth initiatives.

You will be fully embedded in the team and collaborate with local teams, European HQ and Global HQ in Suwon. This is not a research-only internship. You will actively contribute to ongoing marketing and business initiatives with measurable impact. If you are proactive, analytical and ready to take ownership, this is your opportunity.

Role and Responsibilities

What Will You Do?

Your journey within Samsung's Mobile Division will be a dynamic learning experience positioned at the intersection of Marketing and Business Development. You will operate in a fast-moving environment where brand performance and commercial growth go hand in hand.

You will be continuously exposed to communication flows from Global HQ, European HQ and local Benelux teams. While no two days are the same, your responsibilities will be divided across two core pillars:

- **Marketing Performance & Brand Governance** – You translate performance insights into concrete actions that drive Mobile results, while safeguarding Brand VI compliance and aligning with Suwon requirements to ensure consistency and timely execution.
- **AI & Innovation Support** – Samsung continuously pilots new technologies. You will support AI initiatives within the marketing organization, helping test, evaluate and improve innovative solutions that can enhance performance and efficiency.
- **Content & Communication (Samsung & You)** – You will contribute to Samsung & You content initiatives and support broader communication flows. Clear and consistent messaging across teams is essential in a fast-moving Mobile environment.
- **Strategic Growth Initiatives** – Mobile growth goes beyond campaigns. You will support commercial initiatives such as Trade-In, Samsung Care+, Ecosystem sales and Samsung Health. This includes assisting in business case development, tracking milestones and monitoring progress.
- **Market & Competitor Analysis** – The Mobile market is highly competitive. You will monitor market trends, competitor movements and consumer behavior to identify opportunities based on data-driven insights.
- **Cross-Functional Business Support** – You will support local sales teams as well as European and Global HQ with roll-outs, presentations and performance data. This gives you exposure to how strategy translates into measurable commercial impact.

This internship will give you firsthand experience in how a global Mobile organization balances brand consistency, innovation and commercial performance in a highly competitive market.

Skills and Qualifications

What Are Your Assets

- **Knowledge and experience** – You are currently pursuing an HBO (or Master) degree in Economics, Communication, or Marketing. Students from other fields with relevant experience and the right mindset are also welcome!
- **Spontaneous personality** – You have strong communication skills and know how to convince others with your dedication, assertiveness, and openness. With your enthusiasm, you actively involve others in projects and tasks.
- **Sociable** – You enjoy working with colleagues and external stakeholders, building and maintaining a professional network.
- **Critical and analytical skills** – You can execute tasks with excellence, identify new opportunities, and overcome challenges.

- Personal leadership – You are actively focused on your personal development. You know your talents, pitfalls, and challenges, and you are eager to grow both professionally and personally.
- Language – You are a strong communicator in Dutch and English. French is a plus but not mandatory.
- Dynamic – You are ready to be part of an international organization that is continuously evolving.

What Do We Offer You?

- An internship allowance of €600 per month.
- The possibility to use the company restaurant, where you can enjoy an extensive lunch for a competitive price and even freshly prepared evening meals by our Samsung chef to take home every day.
- A phone and laptop on loan
- We have our own fitness on-site which you can use

About Samsung

At Samsung, we believe in making the impossible possible. For over 50 years, we've been innovating to help people achieve their dreams. Our mission? To develop technology that has a positive impact on the world and daily life. Join us and help strengthen Samsung's position as an employer!

Ready for the Challenge?

Do you want to make a valuable contribution to our team while developing yourself?

Apply now and start your career at Samsung!