300 Below, Inc.

Street Address: 2999 E. Parkway Drive, Decatur, IL 62526

Phone number: 217.423-3070    Fax number: 217.423-3075

Email Address: Prescott@300below.com

Agency Contact: Prescott Paulin, International Research Consultant

How should students contact this agency? Email

How should students submit cover letters and resumes? Email

General Description of agency or business
The world’s largest and oldest commercial cryogenic processing company, using liquid nitrogen to treat metal in seven industries to make objects longer lasting and better performing.

Internship or Job Description
Marketing & Event Planning Outreach Internship
- Study automated webinar marketing strategies
- Create Keynote Presentations for Live Webinars
- Plan and execute 50th Anniversary “Summer Freeze” event with live bands
- Respond to client interaction (chat) during live webinars

Basic student learning anticipated
Our students will have full hands-on experience in planning both digital and in-person events to drive brand awareness and educate our customers. In an age where sales funnels are becoming more irrelevant, we are now focusing on mapping out various buyer journeys to anticipate delivering unique content to our B2B prospects. This internship prepares students for work where the lines between digital content consumption and actual research through metallurgy / cryogenic studies are becoming blurred, and a strong writing acumen is expected. Consumers are seeking us out, and they require more knowledge about what we do. Students working with us will help develop this conversation as we interact with buyers in manufacturing, aerospace, automotive, and firearms. Must be able to pass security clearance / background investigation; US Citizenship required. Applications without a thoughtful cover letter will not be considered.

Hours per week: Up to 40

Number of weeks: 8-16

Position Available: Fall, Spring, Summer

Paid