



Mitacs Business Strategy Internship (BSI): Partner Proposal CEMWorks

Organization Name: CEMWorks

Please Send Resume/Cover Letter To: Gabriel Lafond-Wise, Business Development and Partnerships Manager, at wise@cemworks.com

Seeking Applicant in:

Edwards School of Business – Marketing

Background:

CEMWorks is a Winnipeg-based company at the forefront of advanced electromagnetic simulation, creating cutting edge software products that drive innovation in some of the most exciting technology sectors. From enabling the design of semiconductors and antennas to optimizing components for next-generation applications like AI, 5G/6G, and connected vehicles, CEMWorks partners with world-class tech firms to bring groundbreaking ideas to life. As a dynamic and fast-growing company, CEMWorks is committed to innovation, and we are excited to invite passionate individuals to join us on our dedicated journey to pushing the boundaries of technology.

CEMWorks faces an exciting marketing innovation challenge: crafting creative strategies and compelling content to position its advanced software solutions in the competitive global marketplace. As the company prepares for Hannover Messe 2025, this role will involve designing targeted messaging, developing visually engaging materials, and creating impactful campaigns tailored to industries like telecommunications, automotive, and semiconductors. Interns will also take ownership of social media engagement, building an online presence to amplify brand visibility and attract key audiences. Interns will also gain insight into the company's sales pipeline and participate in formulating client-specific business strategies. This project goes beyond routine tasks, offering the chance to shape CEMWorks' global presence by combining strategic thinking, artistic creativity, and technical storytelling. The outcomes of this marketing innovation project will directly contribute to CEMWorks' long-term business strategy and sales initiatives.

Successful candidates will bring expertise in marketing strategy, graphic design, content creation, market research, and collaboration, helping to develop a comprehensive footprint that includes digital content, promotional assets, and a cohesive marketing strategy to drive lasting impact. This internship provides a unique opportunity to leave a tangible mark on a fast-growing company's success, and experience in a dynamic high-value technological industry. As such, CEMWorks is seeking candidates with a background in marketing strategy, communications and graphic design, preferably with a strong interest in innovation and technology.

Deliverables:

The success of this internship project will be measured by the development of a comprehensive marketing and communications strategy tailored to CEMWorks' participation in Hannover Messe 2025, as well as the creation of impactful content and materials to elevate the company's global presence. Key deliverables include:

1. Comprehensive Marketing Plan and Toolkit



- Development of targeted strategies and messaging for key industries, such as telecommunications, automotive, and semiconductors, aligned with the company's software solutions.
- Creation of visually engaging marketing materials, including brochures, presentation decks, videos, and social media assets that effectively communicate complex technical concepts to diverse audiences.

2. **Social Media and Online Engagement Plan**

- A social media and online strategy to enhance CEMWorks' online presence and drive audience engagement surrounding Hannover Messe 2025. This includes social media engagement and company website enhancements.
- Execution of planned social media campaigns, including content creation, scheduling, and analytics reporting to measure reach and engagement.

This project will provide tangible outcomes that not only prepare CEMWorks for a successful Hannover Messe exhibition but also establish a scalable marketing framework for future opportunities to be implemented by the company's business development and sales team.

New team members are encouraged to demonstrate initiative in proposing new ideas or project tasks that align with their interests and their vision for the company's marketing efforts.