

GEO Research & Insights Intern

Company: Addlly AI

Location: Remote

Duration: 2 months

Type: Internship

About Addlly AI

Addlly AI is a Singapore-based AI company building Agentic AI tools for marketing, content and Generative Engine Optimization — or GEO. Our platform helps brands understand how they appear across AI search engines and large language models, and what they need to do to improve visibility, trust and discoverability.

We work with enterprise brands across sectors including FMCG, beauty, finance, healthcare, education and retail.

About the Project

We are looking for a sharp, curious intern to support a 2-month research project focused on GEO, AI search visibility and sector-level brand discovery.

This role sits at the intersection of AI tools, marketing, data analysis and insight-led publishing. You will help run structured research workflows, analyze emerging patterns, and turn approved findings into publishable blogs and research articles.

Author credits will be provided for published work.

Key Responsibilities

- Support GEO research projects across selected companies, sectors and markets
- Use AI tools and structured workflows to review how brands appear across emerging AI search and answer platforms
- Collect, organize and classify research outputs using predefined frameworks
- Help compare brand visibility, content presence and source patterns across different categories and geographies
- Assist in identifying recurring trends, gaps and opportunities from the research data
- Support basic data analysis, including percentage calculations, comparisons and summary tables
- Turn research findings into clear internal notes, charts and insight summaries
- Contribute to external-facing blogs, articles and thought leadership pieces based on approved research themes
- Work closely with the Addlly AI team to refine research processes and improve output quality

Who We're Looking For

- Current undergraduate, recent graduate or final-year student in **Marketing, Business, Data Analytics, Statistics** or a related field
- Strong interest in AI, marketing, search, consumer brands and digital discovery
- Comfortable using AI tools, spreadsheets and online research tools
- Good analytical skills, with the ability to work with percentages, patterns and comparisons
- Strong writing skills and the ability to explain data-backed insights clearly
- Detail-oriented, organized and comfortable working remotely with structured research tasks
- Bonus if you have experience with SEO, GEO, content marketing, data analysis, Excel, Google Sheets or dashboard tools

What You'll Learn

- How GEO research is conducted for enterprise brands
- How AI search and answer platforms shape brand discovery
- How to analyze visibility patterns across sectors, countries and platforms
- How to turn research data into commercially useful insights
- How research-backed thought leadership is created for AI, marketing and brand visibility
- How a fast-growing AI startup works across product, research, marketing and client strategy

Stipend

This is a paid remote internship. Monthly stipend will be offered based on experience and location

Why Join Us

This is a hands-on research internship with real publishing potential. You will work on live AI search and GEO research, contribute to sector-level insights, and help shape how brands understand visibility in the age of AI search. Published blogs or articles from this project will carry author credits.

How to Apply

Send your CV to hr@addlly.ai with the subject line: **GEO Research & Insights Intern – [Your Name]**

Please include a short note on why you are interested in AI search, marketing analytics or research-led content.