



Summer 2017 PAID Internship/Part-Time Opportunity

Urban Innovation21 is a public-private partnership that boosts regional economic development through 21st century innovation-driven entrepreneurship. The Pittsburgh Central Keystone Innovation Zone (PCKIZ) is a program of Urban Innovation21. The PCKIZ internship matches undergraduate and graduate students with paid internship opportunities at local start-up companies. PCKIZ internships are open to students from Community College of Allegheny County, Carlow University, Duquesne University, and Point Park University.

Intern Title: Marketing Intern

Internship Company: Gridwise

Overview: Gridwise is a platform which empowers rideshare (Uber/Lyft/etc.) and taxi drivers by providing data-driven insights to increase their efficiency and profitability on the road. Our current primary focus is on forecasting rider demand. Drivers use our service to help them know where and when are the best times and places to drive, allowing them to effectively plan ahead as well as make better decisions on the road. More informed decision-making by drivers enables them to find more trips and earn more revenue.

Location: Pittsburgh, PA

Tentative State Date: May 2017

Responsibilities: Are you looking for a challenging marketing intern role in a Pittsburgh-based startup? If so, you maybe a great fit for Gridwise, a transportation technology company. Gridwise is seeking a highly motivated individual to join us for the Summer of 2017. A recent participant in the Alpha Lab accelerator program in Pittsburgh, Gridwise is looking to expand its team to achieve its next set of product and business milestones. This is a great opportunity for the right intern candidate to be part of an early stage startup, gaining exposure to all aspects of the business and directly contributing to the success of the company. As a marketing intern of an early stage company, the candidate will be required to wear multiple hats in within the realm of marketing to implement both inbound and outbound strategies.

- Manage social media sites
- Develop ad campaigns on social media and search engine platforms
- Add content and distribute weekly newsletters
- Contribute to search optimized blog content
- Utilize and constantly optimize various traction channels in use
- Develop reports and strategies around user engagement

Qualifications:

- Self-starter
- Passionate about marketing & customer engagement
- Current Junior or Senior in College
- Some academic or professional experience with marketing and/or PR
- Coursework, previous experience, or a major in marketing are all acceptable
- Ability to work 15 hours a week at our office in East Liberty area of Pittsburgh, Pa

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Bonus of Urban Innovation21 Internship Program:

- Professional development workshops available.
- Gain access to 1 on 1 professional development advisory mentoring service.
- Opportunity to attend networking events.

Pay: \$10 an hour; 224 hour internship assignment; maximum 28 hours per week

How to Apply: If interested, please email a resume & any required documents to Joan Hilton, at jhilton@urbaninnovation21.org.

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