

# Start Me Up

## Intern case studies

start  up



## Video Editing

**"I spent two months making promotional videos for campaigns that ended up being featured by the BBC"**

Isabella Ippolito graduated with a BSc in Creative Digital Media . After graduating she wanted to expand her portfolio while she traveled the world.

She worked on video projects for Penguin Random House and on a viral video campaign during her internship.



# Case studies



## Market Research

**"I carried out market research and mobilized online communities"**

Juan Vidal de la Peña was a 4th year student at the University of Navarra in Spain studying Economics, Leadership and Governance. Previously an intern at the United Nations in New York City, he spent two months carrying out market research for an early stage sustainability startup.

## Data Visualization

**"I interned for an early stage Data Visualization startup"**

Lorraine Cliff is at Princeton studying Operations Research and Financial Engineering. She spent two months working with an early stage data visualization startup on market research, product development, data visualization, content creation and UX.



# Case studies

## Marketing

**"I created simple messages to explain the service to new customers using a variety of different tools from explainer videos to written materials."**

Tim Doughty is a recent graduate in Economics from the University of Nottingham, UK. He completed a variety of tasks for a Californian fintech startup, including VC outreach and marketing.



## Content Creation

**"I ghostwrote a blog that was published in Fast Company and helped the startup founder I was working for get a regular column in the magazine."**

Ruby Goddard is an English Literature graduate from Durham University in the UK. She spent one month interning for a healthtech startup helping them raise their profile in the media.

## Machine Learning

**"I developed a sales forecasting model and a Netflix-like recommendation system."**

Einar Jonsson recently completed a Masters in Mechanical Engineering at UCL in the UK. He completed a two month internship as a Machine Learning Engineer for a Asia-based startup serving the entertainment industry.



## Competitor research

"I undertook a competitor analysis and market research project for an Australian E-commerce business. I was also able to research digital marketing channels, plan social media and design landing pages using the UX tool, Sketch."

Emma Balant an economics undergraduate from the UK spent one month on market research and competitor analysis.



# Case studies



## Content Creation

"I created a WordPress website and booking system and wrote copy for a social enterprise startup."

Zoe Bassett is studying Psychology at Exeter University. She created a website using the Divi theme, planned out blog content and helped create an online booking system for a startup.

## Customer Acquisition

"I've been contacting editors and trying to match them with up-and-coming authors."

Recent Canadian graduate Amelia Martin has just finished her studies at Western University, Canada. She's spent one month on customer acquisition and blogging while on Start Me Up's Startup Internship Program.



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