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M&T Class of 2018
Worked for Cooperatize

Last summer I worked for the start-up Cooperatize, a native advertising web-platform that connects content publishers to brands. Through the platform, brands can create advertising campaigns for their products and get a variety of publishers who write stories about their products. I found out about this internship opportunity through the M&T listserve. The opportunity was of special interest to me because of my interest in behavioral economics (my Wharton concentration) and consumer psychology. I hoped to understand the kinds of metrics used to measure effective advertising, both from a business and tech standpoint. After reaching out to Roger Wu (M&T'00, one of the two founders of cooperatize) I went through two phone interviews and a round of emails answering questions about the platform. While most of the questions were not very technical, I still had to familiarize myself with both native advertising and the app itself.

At the time the company had three full-time employees and four interns (including myself). I worked with two other M&T interns and one intern from NYU Stern over the course of my internship. I mostly worked on web development because I wanted to apply my computer science background to the native advertising industry. Roger let us (the interns) choose long-term projects that we would complete over the course of the internship. He also delegated short term projects that helped ease us into the platform and code base. Despite our unfamiliarity with the frameworks and languages used to build the product, Roger would encourage us to push code and would test it with us to help us understand the platform. Seeing my code affect the business directly, pushed me to produce code that was readable and efficient. A lot of my projects involved improving the campaign creation workflow through front-end and back-end changes. My long term project involved optimizing the way in which publishers are chosen for campaigns. Through this internship, I developed a sense of familiarity with web development and various frameworks used in industry. Working with a large database meant that I had to also write code that was efficient and readable.

After working for Cooperatize, I have realized that I am interested in working for similar small start-ups in the future because of the amount of latitude given to employees and the amount of ownership over each project.