

I first met Roger Wu at the NYC M&T alumni event that the M&T Student Board plans every year in the fall. Immediately, I recognized Roger as someone who seemed very similar to me and who seemed to have an attitude towards his career very similar to that I have towards my own. While talking with him at the event I learned about his current project, Cooperatize, an ad-tech startup that aggregates sponsored posts by bloggers into marketing campaigns for brands. Over the course of my freshman year, I became more and more interested in concentrating in marketing, and interning with Roger, because I'd get exposure to him as a person and the advertising industry, seemed like a great idea. I applied when an email was sent out by the M&T Office, did two video interviews, and, thankfully, was given an offer by Roger.

During my 11 weeks with Cooperatize I helped the startup re-organize its version control system for its web-app, built baskets of sponsored post bloggers to present to brands like Visit Britain as marketing campaigns, got to sit in on the meetings where these campaigns were pitched to the brands, and then coded programs that would automate the task of campaign creation in the future so that an intern, like me, wouldn't need to build them. It was an absolute blast. I formed great friendships with the six other members of the team, including current M&T students Reuben Abraham and Anvita Achar. I truly have some great memories from the summer and the weeks were a very unique episode in my life.

I think that over the course of the summer some of Roger's suave social aggression and approach to life rubbed off on me. I learned that cold-calling and persistence can catch you huge accounts. I also learned a lot of technical skills. My skills in git version-control and PHP were developed enough that I'm now trying my hand at designing my own web-apps for PennApps and my own projects. The experience also increased my confidence in my ability to succeed as an entrepreneur and Cooperatize's few flaws have provided me with insights about the pitfalls any venture I might initiate would have to look out for.

To freshmen looking for internships: attend alumni events, email alumni, listen to alumni, and find someone whose style or perspective intrigues you, and then apply for an internship that will give you time and working experience around that person. This, to me, seems the best way available to us to learn from the M&T alumni community.