



POSITION TITLE: Marketing Intern

POSITION DESCRIPTION: MBA led research project to help identify and assess potential solutions to Bank's expected growth and expansion efforts.

COMPENSATION: Hourly rate \$20.00

WORK SCHEDULE: Monday – Friday 8:30 am – 5:00 pm

DURATION: The project to last 90 days and it may be extended based on the need

LOCATION: Downtown Los Angeles (onsite) with paid parking provided

JOB RESPONSIBILITIES AND DUTIES: Identify potential growth strategies to generate a footprint in local branches while focusing on expanding digital account openings nationwide.

- Conduct customer research to identify insights into which products, services, and features are needed to deepen customer relationships (new and existing).
- Identify specific strategies for marketing Bank's essential products/services
- How to optimize our digital presence to achieve digital account opening application growth.
- Increase brand awareness (including identifying steps and appropriate channels).
- Marketing penetration tactics required to reach customers outside of CA while simultaneously reaching business customers in CA
- Identify specific targeted locations and channels to advertise within certain key cities to Bank's target customer base
- Identify strategies and specific partners to help capture NRA customers coming to the US from India prior to their arrival

INTERNSHIP LEARNING OUTCOMES AND BENEFITS:

- Expand Bank's visibility and brand recognition
- Increased customer growth and higher acquisition rates
- Increased Bank profitability through higher deposits and income volumes

REQUIREMENTS:

- Must be currently pursuing an MBA degree in Marketing; a recent graduate, or about to graduate in December 2025
- 0 years of work experience required; previous related internships preferred
- Must have good verbal, written communication, and interpersonal skills
- Ability to work 40 hours a week with minimum supervision
- Must be authorized to work in the U.S. We do not offer any employment-based immigration sponsorship for this program

HOW TO APPLY: Submit your resume to [SBICAL](#) for consideration. If selected, you will be contacted to complete the rest of the process. If you have any questions contact Balthazar Rodas, Internship Coordinator at 213-225-5700 X147 or brodas@sbical.com