



POSITION TITLE: Marketing Intern

POSITION DESCRIPTION: Customer research project to identify insights into which products, services, and features are needed to deepen customer relationships 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: Summer 2025 (May-August)

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

JOB RESPONSIBILITIES AND DUTIES: Investigate, and understand customer needs, identify potential growth tactics and strategies to generate a footprint in local branches while focusing on expanding digital account openings nationwide.

- Increase brand awareness (including identifying steps and appropriate channels)
- Create a Loyalty Program (features, benefits, etc.)
- Identify specific strategies for marketing Bank's essential products/services
- Digital presence/optimizations needed to achieve digital account opening application growth
- Identify specific targeted locations and channels to advertise within certain key cities to Bank's target customer base
- Marketing penetration tactics required to reach customers outside of CA while simultaneously reaching business customers in CA

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 a bachelor's degree in Marketing; a recent graduate, or about to graduate in December 2025
- No 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
- Critical thinking skills
- Positive attitude with Collaborative skills

HOW TO APPLY: Submit your resume to careers@sbical.bank or on Handshake 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