

## Highlights from Saunders students on co-op

### What Do You Do?

Relationship management with our top publishers for the Quicken affiliate program. This included working with large partners like Coupons.com,

LivingSocial, eBates and more. Drove the Quicken 2015 for Mac launch in the affiliate channel. I was responsible for the recruitment of new publishers, and the optimization of current partners. I also managed various aspects of the TurboTax affiliate program and conducted competitive analysis of our affiliate agencies. For Mobile, I worked directly with Senior level management to work on the TurboTax Mobile strategy for 2015. I also was regularly in communication with various distribution partners. I was heavily involved in the SEO channel working directly with the senior SEO manager to create a content plan, optimize various articles and pages, while aiming to increase traffic via organic pages.

### Where Do You Do Your Work?

I was located in the San Diego office. San Diego is absolutely amazing. There is always something to do in this city, the weather is always beautiful, and the people that I worked with were all amazing. My apartment for the time of this co-op was situated in Northern San Diego so I was pretty much 20 minutes away from any of the beaches, downtown San Diego, and not even 10 minutes away from work.

### What's Great About Your Co-op?

Hands down, one of the best experiences of my life. Within the first 30 days, I was an active member in meetings with Google, Facebook, Apple, and other large/ well-known companies. I was able to work on projects that improved the lives of millions people and had a direct impact to the business. The people I worked with were all incredible, and I learned so much from my team in particular.

Find This Student On LinkedIn: [www.linkedin.com/in/tanertozan/](http://www.linkedin.com/in/tanertozan/)

### New Media Marketing Major Class of 2016

**Co-op Company:** Intuit- Mountain View, CA

**Co-op Position:** Online Advertising- Mobile, SEO, and Affiliate Marketing



Taner Tozan

"I've been involved with affiliate marketing since 2007, started an eBay business selling iPhone, iPad, and iPod replacement parts from 2011-2013, launched my own e-commerce website in the same niche in 2012 and ran the website until May 2014 when I came out to San Diego for my co-op. I am currently in the process of launching another business with a manufacturing facility in China that will be producing my own carbon fiber products."

# intuit

*Intuit Inc. is an American software company that develops financial and tax preparation software and related services for small businesses, accountants and individuals. It is incorporated in Delaware and headquartered in Mountain View, California.*

Saunders College of Business

saunders.rit.edu

### DAY ONE | career ready

- Strong industry connections, offering real world experiences in and outside of the classroom
- Among the world's oldest and largest cooperative educational programs
- 96% placement rates, or higher

### DAY ONE | enterprising mindset

- Pioneering Biz 1-2 program
- #1 student innovation center, Venture Creations Incubator, and over 200 clubs to join
- Ranked #21 nationally for entrepreneurship

### DAY ONE | stand out

- Over 80 minors available at all 9 RIT colleges
- Nationally recognized programs in engineering, technology, arts, and design
- Students develop unique personal brands that employers seek

### DAY ONE | connected

- Small class sizes, 100% taught by faculty
- Low student to faculty ratios, and highly accessible faculty
- Plugged into over 110,000 RIT alumni and large university resources