

Company: Cleveland Kraut Co.

Position: Sales & Marketing Intern

Company Background: Cleveland Kraut is a rapidly growing food startup based in Downtown Cleveland. Cleveland Kraut was started by 3 brothers in Cleveland, OH who grew up around natural foods at their mother's farmer's market. The brother's began fermenting as a side hobby when they realized their fresh ferments had a delicious crunch, flavor, and probiotic benefits that were missing from the market. They launched in a commercial kitchen using only the finest, sustainably sourced produce and ingredients available and, while their mission of Fermented Foods for All has grown significantly to 25 states and over 1000 grocery stores, CK still uses the same, clean ingredients - just cabbage, salt, and whatever spices and veggies give each unique variety it's delicious flavor.

CEO and CSU Ahuja Alum Drew Anderson, a Forbes 30 Under 30 list maker.

Job Description: Assist the sales and marketing team in organizing, targeting, and driving outside sales outreach, develop and foster grocery leads along the purchase pathway, file and fill out necessary sale paperwork and pitch decks. Assist the organization of field marketing team, identify and budget events in active markets, hire/train brand ambassadors, and be directly involved in in-store and event based marketing. Identify whitespace opportunities for sales and marketing and work within set budget to address and capitalize upon those. Build and launch targeted digital advertising campaigns using Facebook and Adwords.

Intern will report directly to CMO Mac Anderson. Ideal candidate has marketing/sales experience, digital ad experience and eye for graphics but not necessary – will learn much on the job. Looking for a upbeat, energetic team member willing to learn and grow with CK. Ability to work remote is favored. Opportunity for continued position with CK – we love promoting good people!