



overcoming  
underemployment

# COOP Careers Fellowship



## What's COOP?

COOP's tuition-free fellowship matches peer cohorts of underemployed, first-generation college grads with alumni coaches. These mentors support them in building the professional skills and networks they need to get their first good job after graduation.

## Fellowship Benefits

- 1 100% free:** certifications, mental health resources, mindfulness training
- 2 Professional network connections:** virtual and hybrid opportunities available
- 3 Ongoing employment support:** personal and professional growth, technical skills, job training, and more
- 4 Corporate learning and career coaching:** support with resumes and building your professional brand, interview preparation, and transitioning into your early career

## Fellowship Tracks



**Data  
Analytics**



**Digital  
Marketing**



**Financial  
Services**

(New York City only)

## Track descriptions



### Data Analytics

Data analytics (often called data science) is the science of analyzing raw data to draw business insights. Data is collected, transformed, and organized in order to draw conclusions, make predictions, and drive informed decision. Data analytics is a dynamic and surging profession—with opportunities in absolutely every industry.

### Digital Marketing

Digital Marketing, also known as online marketing, are the digital ads on our screens and in the news. COOP Careers Fellowship will prepare you for a career in the digital economy including paid search and social, media planning and buying, strategy and account management.



### Financial Services (New York City only)

Financial service professionals act as intermediaries, ensuring the flow of money is secure as it travels between borrowers and savers. A financial service professional supports the process of acquiring financial goods. Financial analysts use and transform data to predict and engage with the market, recommend strategies and acquisitions to clients, and diminish risks and losses.