



Growth & Partnerships Intern

Location: Remote, with some onsite events in DFW

Type: Internship

About Us: BAK'D by McKinney Makes is a woman-owned, veteran-supported, and family-operated cookie company blending gourmet indulgence with cutting-edge edible printing technology. Every cookie is hand crafted and made only with ingredients you can find at your local grocer. We serve individuals, brands, corporations, and various events. BAK'D specializes in gourmet cookies, logo sugar cookies, QR code sugar cookies, portrait image sugar cookies, frozen cookie dough, and providing live sugar cookie customization experiences for in-person events.

Our service is shaped by 3 areas of motivation—

- Community is our core- Strengthening and supporting the people and places that shape us. We engage purposefully with community serving organizations that align with our values. Doing our part to eradicate hunger in surrounding zip codes.
- Funding the future- Closing the opportunity gap for underserved girls and young women with access to funding. When we invest in girls and young women, societies thrive. Travel and cross cultural learning is essential to global citizenship.
- Excellence you can taste- What we create is not just good—it is exceptional. Continuous improvement for people and products. Growth is the goal.

What You'll Do: We're looking for a motivated Growth & Partnerships Intern to join our small but mighty team. You'll help us expand wholesale and event partnerships while learning the ins and outs of running a mission-driven consumer brand.

- **Prospecting & Research:** Identify and qualify potential wholesale, corporate, and event clients (coffee shops, wedding planners, local businesses).
- **Outreach & Relationship Building:** Assist with client communications—emails, discovery calls, and follow-ups that grow interest into partnerships using CRM tools
- **Sales Operations:** Track leads, maintain organized sales data, and help refine outreach templates and proposals.
- **Event Support:** Represent BAK'D at expos, mixers, and networking events, connecting with prospects face-to-face.
- **Brand Storytelling:** Share our mission and products in compelling ways that strengthen relationships and drive growth.



What We're Looking For

- Sales Aptitude. Comfortable with prospecting, lead generation, and communicating value to potential clients.
- Entrepreneurial Mindset. Prior experience in entrepreneurship, campus leadership, or hustling your own project is a plus.
- Marketing & Design Tools. Familiarity with Canva for content creation; bonus points for experience with website platforms like Shopify and Wix.
- Analytical Skills. Ability to track, interpret, and present data (sales metrics, lead tracking, event performance) to guide decision-making.
- Relationship Builder. Strong written and verbal communication skills with a knack for connecting authentically.
- Adaptability. Willingness to juggle multiple tasks, shift priorities, and learn quickly in a small, fast-moving team.
- Event Presence. Comfortable engaging with people at expos, mixers, and networking events as a BAK'D brand ambassador.

Perks

- One time sign on stipend.
- Commission opportunities may be available for outstanding performance.
- Flexible remote hours.
- Direct mentorship from the CEO.
- Invitations to exclusive North Texas events.

How to Apply

Send your resume and portfolio of past/current work to verandah@mckinneymakes.com