My Internship at the Alabama Capital Network

Alabama Data Scholars Program

Walker Martin

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About Me



- Junior at Mountain Brook High School in Birmingham, Alabama
- I love computer programming, lacrosse, and the outdoors
- I plan to attend the United States Air Force Academy
  - Major: Cybersecurity

- Data Scholar Intern at QuantHub in Birmingham
- Mentored by Hunter Custard & Benzamin Choi – thank you!

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Project Overview

- I created a comprehensive portfolio of the best possible marketing software alternatives to Mailchimp with an emphasis on AI features. Although we decided to stick with Mailchimp, I helped the team better utilize the features available to them.

Competitive Comparison Table (*based on 500–1,000 contacts)

Platform	Free Tier	Entry Price*	Generative AI	Predictive AI	Best For
Mailchimp	Yes	$13/mo Essentials	Content & design	ROI forecasting	Simple newsletters, general use
Klaviyo	Yes	$20/mo (500 profiles)	Email/SMS/Seg/SMS AI	Send-time, churn	E-commerce, personalized flows
ActiveCampaign	No	~$15–19/mo Starter	Content & flows	Predictive journeys	SMBs needing CRM + automation

Lessons Learned

As part of my internship, I helped prepare for networking events, attended Rotary Youth Meetings and Innovation Workshops, dove deep into the complex world of venture capital, researched intensely, and even got to practice writing my own marketing campaign. All the while, I balanced my time between my Quant Hub assignments, helping further my passion for a career in technology.

Looking Ahead

- This summer internship has been a transformative experience that has solidified my passion for a career in technology. I now have a deeper understanding of how to think analytically and utilize AI tools in a professional setting.

- I plan to build on this experience by continuing to explore the intersection of technology, business, and data, potentially with a minor in data analytics.

- A huge thanks to Quant Hub and the Alabama Capital Network for making my internship an unforgettable experience!