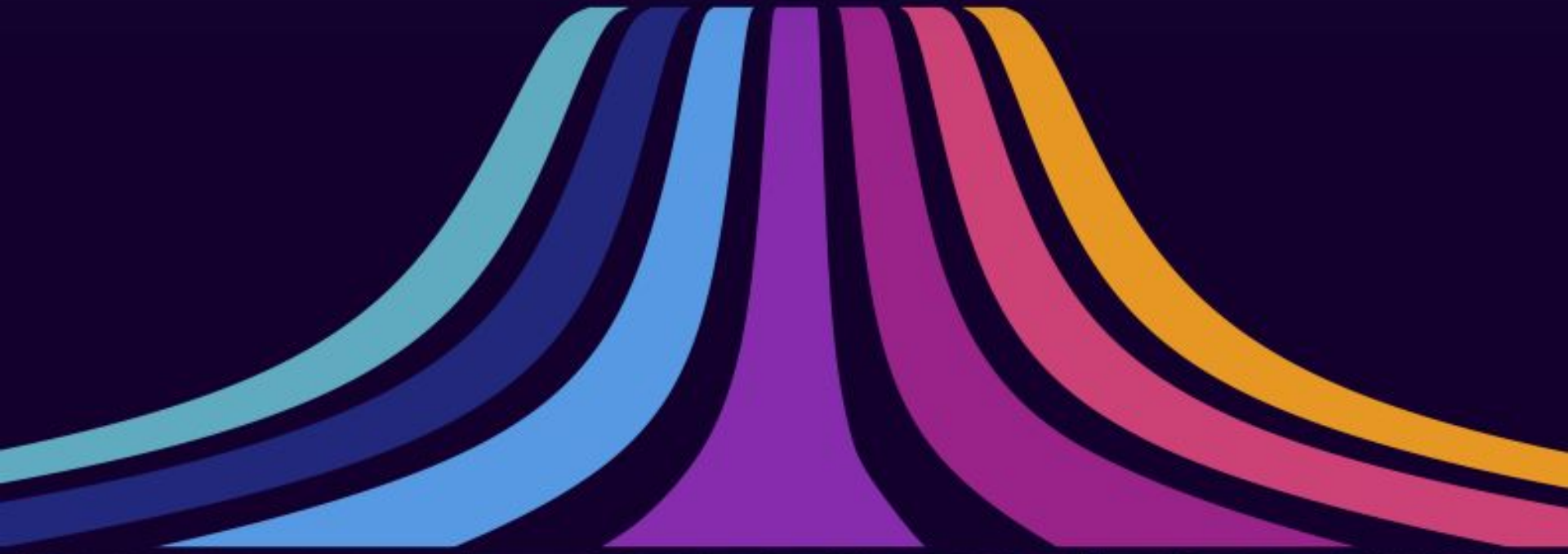




COMMUNICATIONS CAREER CONFERENCE

NYWICI's half-day career event that brings together students and early career professionals in the communications field to connect, learn, and develop their skills.

SEPTEMBER 27, 2024



Keynote Speakers

Tammy Tibbetts

Co-Founder + CEO
She's the First



Tammy is the Co-Founder and CEO of She's the First (STF), a global nonprofit based in the U.S. and Kenya, which teams up with grassroots leaders to make sure girls everywhere are educated, respected, and heard. Tammy is also the author of *Impact: A Step-by-Step Plan to Create the World You Want to Live In* (Hachette PublicAffairs), along with Christen Brandt.

Tammy is the Co-Founder and CEO of She's the First (STF), a global nonprofit based in the U.S. and Kenya, which teams up with grassroots leaders to make sure girls everywhere are educated, respected, and heard. She attended the NYWICI Career Conference in 2004, where she picked up an application for the NYWICI Scholarship Program — and she won the NYWICI Glamour Ruth Whitney Scholarship the following year! (Fun fact: Tammy's She's the First Co-Founder, Christen Brandt, is also a NYWICI scholarship recipient!)

Tammy has taken STF from its first dollar donation to \$13M+ in cumulative revenue since 2010 — this has funded programs impacting over 560,000 girls to date! She leads a global staff with girl-centered and anti-oppressive values. Tammy is a first-gen college graduate who now serves on the Board of Trustees for her alma mater, [The College of New Jersey](#). She is also on the Board of Directors for the UN Women's Peace & Humanitarian Fund. Her first career path was in journalism, at Hearst Digital Media, where she was the pioneering web editor of teen brands and the first social media editor for Seventeen. Her communications skillsets are her superpower in the nonprofit sector.

Tammy is also the author of *Impact: A Step-by-Step Plan to Create the World You Want to Live In* (Hachette PublicAffairs), along with Christen Brandt. She loves guiding individuals to maximize their purpose in life. She is a Diane von Furstenberg "DVF Award" winner, a three-time TEDx speaker, and was honored by several media outlets, including TODAY, The Drew Barrymore Show, Fast Company, and Forbes. She lives in Brooklyn, New York, where her favorite job is being mom to 2-year-old Owen.

Stay in touch with Tammy on Instagram at [@tammytibbetts](#) and follow [@shesthefirst](#), too!

Dana Canedy

Managing Editor,
Guardian US



Dana Canedy is the Managing Editor of Guardian US, and is a distinguished journalist and editor.

With over two decades at The New York Times, Canedy held various positions, including national correspondent, bureau chief, and senior editor. From 2017 to 2020, she served as the Administrator of the Pulitzer Prizes, becoming the first woman and person of color to lead the organization in its century-long history. In this role, she managed all aspects of the prestigious awards in journalism, arts, and letters.

In 2020, Canedy was named the the first Black woman to serve as publisher of Simon & Schuster's flagship imprint, where she oversaw the publication of numerous award-winning books. She is a founding board member of the Digital Diversity Network, a non-profit trade association dedicated to promoting diversity and inclusion within the leadership and ownership ranks of the digital media industry.

Dana Canedy is also the author of the New York Times-bestselling memoir "A Journal for Jordan," which chronicles a journal her fiancé wrote to their newborn son before he was killed in combat in Iraq. The memoir became a movie directed by Denzel Washington.

Panel 1

Lori Greene

Founder, LPG Enterprises



Currently the founder of LPG edu, an education and training consultancy, Lori was Global Education Manager for Netflix. There she formulated and ran live educational courses in more than 20 countries on 6 continents utilizing her adroit worldwide strategy to scale external training. These included workshops for TV writing, production management, post production, visual effects, and production finance.

Lori conceived and produced the first-ever Netflix virtual course on creating entertainment content and developed several other immersive digital curricula. She envisioned and created the elegantly-built, award-winning Netflix Discovery Hub. There she helped improve the quality, creativity, and efficiency of Netflix titles globally.

An adjunct at NYU and Fordham's Gabelli Business School, she also launched and runs an advisory council for Temple's Fox Business School Digital Marketing Masters and has spoken at major universities across the United States.

A former nonfiction TV producer for Lifetime, Food Network, and The Travel Channel, Lori was nominated for an Ace Award. She ran BBC America Digital, growing revenue and web traffic over 100% and winning Best Cable Website of the Year. At A+E Networks, Lori reinvented the History Channel's website and Biography.com, leading them both to consistent record-breaking traffic and awards. Her effective strategy balanced editorial concerns with financial goals leading to close to a million dollars in revenue.

As founder of LPG Enterprises, a results-driven consultancy, Lori helped brands such as BRIC TV, Advertising Week, Havas, Intel, Indeed, and the Canadian Consulate, with content creation, training, digital marketing, and new business development. When Content Director at Maxus, she won a Pearl Award, content marketing's highest honor.

Trixie Ferguson Gray

Head of Content and Integrated Marketing Partnerships, STARGRATRIX



Trixie Ferguson Gray is an award-winning marketing leader who transforms brands by connecting them with what truly matters to people. With over two decades of experience, she expertly blends culture, media, and content to craft impactful campaigns that spur growth.

As the former SVP of marketing for BRIDGE, a marketing trade group, Trixie championed diversity, equity, and inclusion initiatives. Her impressive career includes leading award-winning creative teams at Mediacom and UM media agencies, spearheading The Newsette's rebrand, and founding the branded content studio Charlotte at Some Spider Studios.

Trixie has collaborated with big-name brands across various industries, from MasterCard to Huggies, Revlon to Hilton. Her expertise spans entertainment, media, financial services, and consumer goods. She excels at leading diverse teams and finding creative ways to grow businesses through smart, heartfelt communication and branded experiences.

Before her media career, Trixie launched Howard Stern's TV network as the senior director of brand marketing at iNDEMAND Networks. She started in account management at two independent NYC advertising agencies: Kirshenbaum & Bond and Mad Dogs & Englishmen.

When she's not inspiring teams to create their best work, Trixie enjoys traveling, cheering on her favorite sports teams – Liverpool F.C., the Milwaukee Bucks, and Mercedes F1 – and exploring NYC's culinary scene with her family.

Barbara Jean Kearney

Senior Vice President of Sales, PostWorks New York



Barbara Jean Kearney is Senior Vice President of Sales at PostWorks New York. She specializes in Picture Services and the technical workflows required for finishing Feature Films and Episodic programming. Her work on these projects begins before the first days of camera testing and runs through editorial, Visual Effects, Color Grading and final delivery to theaters, festivals, Studios and streamers including A24, Warner Brothers, Apple, Netflix, Amazon and STARZ.

Kearney's career began in Animation project management where she worked on "Beavis and Butt-head Do America" for MTV Films and "Courage The Cowardly Dog" for Cartoon Network. This journey led her to her dream job in Post Production at Technicolor New York working in Feature Post on titles including "The Wrestler," "Moonrise Kingdom," and "Che: Part One and Two."

Barbara Jean loves the manufacturing feel of facilitating the vision of Directors and Cinematographers to the highest technical standards. She began working at PostWorks New York in 2011. Current projects include "Disclaimer" for Apple, "The Serpent Queen" for STARZ, and "The Union" and "His Three Daughters" feature films for Netflix.

Along with going to the beach in Brooklyn, outside interests include support for social justice projects and action efforts promoting equity.

Molly Tracy

Founder and CEO, VRAI Digital



Molly Tracy is the founder and CEO of VRAI Digital, a talent management and influencer marketing agency. She got her start in the business over 10 years ago as the social media director for some pretty amazing lifestyle brands and quickly pivoted to the brand/agency side of influencer marketing when bloggers hit the scene before finding her passion (and obsession!) for talent management.

Now, Molly manages a roster of multicultural female content creators in the fashion, wellness and lifestyle space. She helps them navigate the business side of the multi-media landscape, advising on growth strategy and securing brand partnerships to expand their portfolio. She also occasionally puts her brand hat back on and advises female-founded startups on strategic influencer marketing integrations that drive awareness, brand affinity and ROI. VRAI stands for "true", and the organization's mission is rooted in uplifting and amplifying female voices so they can share their own truths.

Panel 2

Charlyn Okigbo

Business Strategist, Uber Advertising



Charlyn Okigbo is a business strategist at Uber Advertising, leading the development of innovative ad products that expand advertiser engagement beyond Uber's core offerings. Previously, she was the Head of Sales & Business Development at Amazon's Small Business Empowerment, where she spearheaded efforts to acquire and retain minority-owned businesses. Over her six years at Amazon, she held key marketing leadership roles in Payments, Luxury Beauty, and Amazon Pharmacy, focusing on go-to-market and customer acquisition strategies.

Before Amazon, Charlyn was a marketing leader at Saks Fifth Avenue and American Express. She was recognized in AdAge's "40 Under 40 Marketers to Watch" in 2021.

Charlyn holds a degree from the University of Pennsylvania and an M.B.A. from the Kellogg School of Management. She enjoys traveling, watching true crime documentaries, and refining her culinary skills (though the jury's still out!).

Claire Telling

EVP, Executive Recruiting, Publicis Groupe



Claire Telling is a Chief People Officer renowned for helping executives fast-track their careers and build transformative talent solutions.

Recognized for her commitment to unlocking the full potential of individuals and teams, Claire has become a trusted advisor to leaders and companies seeking high-performing cultures and people strategies.

She currently runs her own talent consultancy, and prior to this was Global Chief People Officer for Havas Creative and Havas Health & You. Her other experience includes CEO of Grace Blue Executive Search North America, and leadership roles at some of the world's most creative advertising agencies.

Tess Quinlan

Content Planning Lead, DTC, National Basketball Association



Tess Quinlan is the Content Planning Lead, Direct to Consumer (DTC) at the National Basketball Association. She manages content planning for the NBA App, original and creator content distribution, and works closely on overall DTC content strategy.

Prior to the NBA, Quinlan was at NBC Sports, where she oversaw digital programming, digital video distribution, editorial partnerships, and podcast distribution/partnerships. Quinlan worked across sports while at NBC, covering everything from Olympics to NASCAR to NFL, and earned two Emmy Awards during her run there. She also worked at USA TODAY as a digital producer in college sports and podcasting.

A two-time NYWICI Scholarship Award Winner (2010 and 2012), Quinlan earned a bachelor's degree in Broadcast and Electronic Communication from Marquette University and an MBA from Boston University.

Jessica Ketterer

Marketing and Graphic Design Manager, Licensing International



Jess is the Marketing & Graphic Design Manager at Licensing International, the trade association for the global brand licensing industry, and has been working with the organization since 2021. Jess manages all creative and marketing materials, ranging from social media to email campaigns. Additionally, she oversees the association's websites across multiple territories and languages as well as evaluating the performances of campaigns and in-person events.

Jess received her Bachelor of Science from Ithaca College in Communication Management & Design, and double minors in Graphic Design and Integrated Marketing Communications.

Panel 3

Aundrea Cline-Thomas

Founder + CEO, Mountain Court Media



Aundrea Cline-Thomas is a three time Emmy award winning television journalist. Her on air reporting career spanned more than 15 years starting in Macon, Georgia and included stints in Philadelphia and New York City. In 2022 Aundrea started Mountain Court Media. Through media training and creative projects, Mountain Court Media helps clients cut through the noise and tell more impactful stories about themselves, their work and each other. Clients have included Microsoft, The Atlantic Magazine, Morgan Stanley, Urban One Radio, and MASTRY Ventures.

Aundrea is also the host and creator of The NEXT Best Thing podcast that focuses on navigating career and life transitions. Past guests have included 4x NBA Champion Andre Iguodala, designer and activist Aurora James, Hall of Fame marketer Bozoma Saint John, Morgan Stanley's Chief Human Resources Officer Mandell Crawley, Fmr Howard University President Dr. Wayne Frederick, and many more.

Noelia de la Cruz

Director of PR & Communications, BritBox



Noelia de la Cruz is currently the Director of PR & Communications at BritBox, the British television streamer owned by BBC Studios. She started her new role in July 2024, having joined BritBox following a career break focused on connection, creativity, and travel. Prior to the break, she worked at HBO for a decade in various communications roles, most recently leading public relations and communications for the HBO marketing, podcast, and digital innovation teams. Earlier in her career, she worked for publications including New York, Money, Business Insider, and Parents.com.

She received her Bachelor of Science in magazine journalism from the Newhouse School at Syracuse University. In her free time, she enjoys spending time with loved ones, engaging with all forms of storytelling (including books, theater, TV & film), practicing yoga, learning the piano, studying languages, and traveling.

Erin Styles

Director, Global Communications & PR Lead, Spotify



Erin Styles is a media, technology, entertainment and advertising communications executive and pop culture enthusiast. As part of Spotify's Public Affairs and Communications Leadership teams, Erin oversees global employee communications as well as the 360 communications strategy for the platform's advertising business and platform. Her responsibilities include crisis communications, owned channel development, internal communications and executive positioning. She's led executions at leading industry events like CES and Cannes Lions and led 360 communications for Spotify's acquisitions of Megaphone, Podsights, Chartable and Whooshkaa.

Before joining Spotify in 2017, Erin held strategic communications, experiential and media relations roles at Publicis Media, FerenComm and NBCUniversal. She started her career as a Page at NBC. Erin is a graduate of New York University and a 2023 Ad Age 40 Under 40 honoree.

Taylor Trudon

Writer, Culture & Lifestyle, theSkimm



Taylor Trudon is a journalist whose work has appeared in The New York Times, The Cut, GQ, Cosmopolitan, and Teen Vogue among other publications. She is also the founder of [Late Bloomer](#), a newsletter on Substack for teen girls. Currently, Taylor is a culture and lifestyle writer for theSkimm. She lives in Brooklyn with her husband and goldendoodle, Fran.