

STUDENT COMMUNICATIONS CAREER CONFERENCE

November 18, 2017 Kimmel Center, NYU

Hosted by



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Welcome to the 2017 Student Communications Career Conference!



Dear Student.

Welcome to the 2017 New York Women in Communications Student Communications Career Conference!

On behalf of the Student Affairs and High School Outreach Committees, and our entire New York Women in Communications Board, we are proud to offer you rare access to the movers and shakers behind some of the most iconic brands in the communications industry. The accomplished professionals you will meet today are among the most successful, celebrated and dedicated individuals in the business.

This conference is your gateway to a world of insight and knowledge that would otherwise take years of trialand-error experience to gather. It's your big chance to learn from the experts. You'll find out how they started, navigated their way through the business and overcame a wide array of challenges. Plus, you'll discover the combination of skills, knowledge and attitude it's taken them to grow in their professions and remain at the top of this industry.

This year, we are so excited to add a new experience to the mix, with workshops that really reflect the changing landscape of communications. We've set up the day so the first shift of panels focuses on inspiring information that all future professionals in the communications industry will need. You'll learn about the many facets of careers in this field, how to land the perfect internship or entry-level job and how to define your personal brand. The second and third shifts are where we've shaken things up. Our new workshops focus on four specific parts of moving forward in your career, from simply crafting the perfect elevator pitch and knowing how to answer any interview question, to mastering the tools needed to negotiate your way to success or starting your own freelance side hustle.

Finally, you'll close your day with a panel of New York Women in Communications leaders. These women have had long careers in the industry. Through their stories, we hope you find encouragement, motivation and the confidence inside you to go after your dream job with passion and perseverance.

There's something for everyone, no matter what realm of communications you hope to pursue. And if you're still figuring that out, we hope this conference can connect you with women of all ages who can support you in your search.

Take full advantage of all that today has to offer. Ask questions, solicit advice, collect business cards, network, set up a new squad or like-minded individuals who are also striving for success in this industry. Then, even when the day is done, be sure to follow-up, stay in touch and start to build your career toolkit.

We encourage you to maintain the career momentum that starts today by signing up for a Student Membership to New York Women in Communications. For just \$95 per year, you can access a wealth of information, events and professionals that will help you steer a course toward success in your career in communications. You can sign up online at www.nywici.org.

Finally, check out the New York Women in Communications Foundation Scholarships. Last year we awarded more than \$112,000 to high school, undergraduate and graduate students. Additional information is enclosed in your conference program, and many of the facilitators are past recipients, so we encourage you to strike up a conversation with them about the fantastic experience.

We're delighted that you've chosen to spend your Saturday with us. We know it will be a productive and rewarding day for you. If you'd like to stay in touch or learn more about NYWICI, please send an email to us at the addresses below.

With heartfelt enthusiasm and warmest wishes,

Danielle DardashtiCo-Chair
danielle@dashbizdev.com

Hilarey Wojtowicz Co-Chair

hilarey.wojtowicz@gmail.com

Lori GreeneCo-Chair
loripgreene1025@gmail.com

Naomi Goldstein Co-Chair

ene1025@gmail.com naomigoldstein1@gmail.com

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Beverly Wettenstein

Lexy White

Yaqi Xu





STUDENT COMMUNICATIONS CAREER CONFERENCE

Saturday, November 18, 2017 | 8AM-5PM

8:00 am **Onsite Registration Opens (lobby level)**

8:30 am **Breakfast | Event Kickoff**

8:45 am Welcome Address — MEREDITH LONG, President, New York Women in Communications

Senior Vice President/GM | News, Luxury & Style, Time Inc. | @TimeInc.

Breakfast Keynote — **TIFFANY PHAM** 9:05 am

Founder & CEO, Mogul | @tifftpham

10:15-11:15 am **PANELS**

#1 — The Many **Facets of Careers** in Communications MODERATOR: DEANNA ZAMMIT, Executive Producer, Digiday CUSTOM studios | @DeannaZammit

BRITTANY HENNESSY, Director of Influencer Marketing, Hearst | @2Legit2Britt

CHARLOTTE JAPP, Senior Creative, Vice | @charliehorsejapp @ **ROOM 802**

ALANA KALIN, Director North America Partnerships, Blippar | @AlanaSarah

VANESSA MARQUEZ, Marketing Partner, NA., Diageo | @lookatthebeautiful @

KRISTIN RUSS, Wardrode Stylist, MTV | @MTV

#2 — How to Land the Perfect Job/ Internship

MODERATOR: GABRIELLE SIMPSON, Director of Communications and Public Relations,

FCB Global | @_GiftofGab_ ALYSSA GREENFIELD, Senior Branded Content Editor, WayUp | @LyssGreenfield

ALICE LING, Recruiter, Google | @Google **ROOM 914**

MARIE DELAGE, Director of Community and Partnerships, FindSpark | @marieeliseNYC

JANE TURKEWITZ, Founder, .comRecruiting | @letstalkturkey

#3 — Defining Personal Brand

ROOM 905

MODERATOR: NINA LASSAM, Director, Ad Innovation, The New York Times | @nytimes

DORENE BAIR, Life Coach, "Just Ask Dorene" | @JustAskDorene

MEGHAN BROCKMEYER, Associate Marketing Manager, LinkedIn | @LinkedInMktg

ROBYN HATCHER, Coach, SpeakEtc. | @SpeakEtc

BRANDON MILTSCH, CMO Luminary, Oracle | @brandONmiltsch

11:30am-12:30 pm **MORNING WORKSHOPS**

#1 — Networking/ **Elevator Pitch**

ROOM 905

SPEAKER: CARLA PERROTTA, Staffing Expert / Career Coach

MANDY CARR, Communications Manager, The New York Academy of Sciences | @MandyTTCarr JULIA CORBETT, Account Executive, Meredith Xcelerated Marketing (MXM) | @julia corbett

NICOLE GODREAU, Sales Coordinator, Spotify | @Spotify

AMANDA LIVINGSTON, Intern, MedShadow & WantLeverage | @amandarliving GENA WOLFSON, Social Media & Content Producer, SiriusXM Radio | @gwolfson 11:30 am-12:30 pm

MORNING WORKSHOPS continued

#2 — Your Best **Answers to Every Interview Question**

ROOM 914

SPEAKER: INGRID CLAUSEN, Career Coach, Challenger Gray | @ChallengerGray STEPHANIE AGRESTI, Corporate Communications Specialist, Scholastic | @sdagresti

SARAH BERTOLINO, Director of Marketing, Howard F. Freedman & Co., CPAs NAOMI DUCAT, Business Analyst, Deloitte Consulting LLP | @DeloitteUS

BRIDGET JACKSON, Coordinator, Digital Enterprises, NBCUniversal | @bridge_jackson

ALEXANDRA OSTEN, Account Manager & ERG Leader, Nielsen | @amosten93

#3 — Negotiating Your Way to Success

ROOM 802

SPEAKER: MEEKA BONDY, SVP Legal, HBO | @HBO

CHELSEA CIRRUZZO, Digital Producer, WUSA9 Washington, D.C. | @ChelseaCirruzzo

MELODY LIU, Communications Associate, Carfrae Consulting GABBY REESE, PR Coordinator, Fran DeFeo PR | @frandefeopr

MANDISA SHIELDS, Associate Account Executive, Cognito | @MandisaShields

CASEY SILVESTRI, Production Assistant, NBC News | @casey_silvestri

12:45 pm Lunch

Lunch Address and Intro to Keynote by MEREDITH LONG, President, New York Women in Communications 1:00 pm

Senior Vice President/GM | News, Luxury & Style, Time Inc. | @TimeInc

1:05 pm Lunch Keynote — KELLE JACOB, Global Marketing Manager for

Victoria Beckham Estée Lauder Collaboration and The Estée Edit by Estée Lauder, The Estée Lauder Companies | @EsteeLauder

AFTERNOON WORKSHOPS 2:15-3:15 pm

#1 — Your Guide to Successful Freelance Writing SPEAKER: ESTELLE ERASMUS, Writing Coach/Writer's Digest Instructor | @EstelleSErasmus

LAUREN DUGAN, Reporter, FOX46 Charlotte WJZY-TV | @DuganFOX46

ROOM 905 JUSTINE RE, Traffic Reporter, News 12 Westchester | @JustineRe12

ASHLEY SCHWARTZ, Associate Producer, PeopleNow at PEOPLE Magazine | @AshleyObserves

JENN LAVELLE, Digital Content Officer, American Jewish World Services (AJWS) | @jennlavelle

HILAREY WOJTOWICZ, Editor | @HilareyAnn

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SARAH BERTOLINO, Director of Marketing, Howard F. Freedman & Co., CPAs NAOMI DUCAT, Business Analyst, Deloitte Consulting LLP | @DeloitteUS

BRIDGET JACKSON, Coordinator, Digital Enterprises, NBC Universal | @bridge_jackson

ALEXANDRA OSTEN, Account Manager & ERG Leader, Nielsen | @amosten93

3:30-4:30 pm **CLOSING PANEL SESSION | NYWICI LEADERS**

NYWICI Leaders

MODERATOR: LAUREN DUGAN, Reporter, FOX46 Charlotte WJZY-TV | @DuganFOX46 JUDITH HARRISON, Senior Vice President, Diversity & Inclusion, Weber Shandwick

MEREDITH LONG, Senior Vice President/GM, News, Luxury & Style, Time Inc. | @TimeInc SAUNDRA THOMAS, Vice-President of Community Affairs, WABC-TV | @ABC7NY

KRISTINE WELKER. Media Executive

4:30 pm **Raffle Drawing**

BREAKFAST KEYNOTE

TIFFANY PHAM

@tifftpham

Founder & CEO, Mogul



Tiffany Pham is the Founder & CEO of Mogul, an award-winning worldwide platform enabling women to connect, share information, and access knowledge from each other. A coder, she developed the first version of Mogul, which now reaches 18 million women per week from over

196 countries and 30,470 cities worldwide. Mogul was named one of the Most Exciting Startups by Business Insider, one of the Best Websites for Finding Top Talent by Inc. Magazine, one of the Top Websites for Marketing Your Company Online by Forbes, and has been honored and recognized by Bustle, City of Fort Worth, City of New York, City of Paris, and Harvard Business School.

Tiffany was named one of Forbes "30 Under 30" in Media, Business Insider "30 Most Important Women Under 30" in Technology, *ELLE Magazine* "30 Women Under 30 Who Are Changing the World," Good Housekeeping "2017 Awesome Women Awards" Honoree, SE "Top 100 Social Entrepreneurs," the Recipient of the Cadillac "IVY Innovator" Award, a Tribeca Disruptive Innovation Awards Fellow, Recipient of the SmartCEO Magazine "2016 Smart CEO Award", Recipient of the Innovation & Inclusion Award for Social Entrepreneurship, and a NY Business Journal "2017 Woman of Influence."

Tiffany is also a judge on the TLC show "Girl Starter," produced by Al Roker, and Co-Host of the show "Positive Pushback" from the Producer of The View. She has spoken at the United Nations, Microsoft, Bloomberg, AOL, Prudential, Harvard Business School, Wharton Business School, Scripps Research Institute, Northeastern, Columbia, SXSW, Panama and Dubai.

Previously Director of Business Development at CBS, Tiffany handled strategic initiatives and partnerships for more than 150 digital properties for CBS TV stations and radio stations across 29 US markets. For her contributions, she received the 2013 CBS Digital Media "All-Star" Award. She has also worked with HBO, Credit Suisse, and Goldman Sachs.

An award-winning film producer, Tiffany also coproduced the hit feature film GIRLFRIEND (Toronto '10; Gotham Film Audience Award Winner), CHILD 31 (Warsaw '12; endorsed by Celine Dion, Annie Lennox, and former UK Prime Minister Gordon Brown), HERMIT (Provincetown '13; Accolade Award Winner), TWENTY FIVE (Independent Series Awards Nominee '14), FUNNY BUNNY (SXSW '15), and AWOL (Tribeca '16). She also oversaw the theatrical release of ARCADIA (Berlin '12; Berlin Crystal Bear Award Winner, starring Oscar nominee John Hawkes).

Tiffany additionally served as Head of Marketing for the Beijing International Screenwriting Competition, launched with the Beijing government. Hailed by James Cameron, Senator Elizabeth Warren, and Governor Deval Patrick as a new model of "cross-cultural collaboration between China and the US," Tiffany led the initiative to be featured in over 400+ US and Chinese media outlets, including the *New York Times*, Variety, Hollywood Reporter, Deadline, Beijing TV, Bloomberg, and Yahoo.

Tiffany served on the Board of Directors for No Limits Media, Board of Trustees for Provincetown Film Society, the Interactive & Technology Committee for WNET New York Public Media, and the Business Committee for the New York City Ballet for the past six years. Tiffany is also an Advisor to YCombinator startup BuzzStarter.

She is the co-author of the book "From Business Strategy to Information Technology Roadmap: A Practical Guide for Executives and Board Members" (published by CRC Press). She is a graduate of Yale University and Harvard Business School.

PANEL 1: THE MANY FACETS OF CAREERS IN COMMUNICATIONS

MODERATOR: DEANNA ZAMMIT

@DeannaZammit

Executive Producer, Digiday CUSTOM studios



Deanna Zammit is the executive producer at Custom, Digiday Media's in-house content agency. A trained journalist with more than a decade of print and digital experience, Deanna pivoted to content marketing five years ago and has since worked with clients including Nissan, IBM, The

Trade Desk and Oracle. At Custom, she works to produce podcasts, videos, brand journalism and social media campaigns that are interesting, relevant and fun.

BRITTANY HENNESSY

@2Legit2Britt

Director of Influencer Marketing, Hearst



Brittany Hennessy is a marketing professional with a specialty in branded content, influencer strategy and talent management. As the Director of Influencer Talent in the Hearst Content Studio, she casts celebrities and influencers for campaigns on Seventeen.com, Cosmopolitan.

com, Elle.com, MarieClaire.com, HarpersBazaar.com, Esquire.com and other titles across the digital portfolio.

In February 2017, Brittany took her love of influencers to the next level and co-founded CreatorsCollective, an online community that connects and educates today's digital creators. She is also the Vice President of Scholarship & Awards for New York Women In Communications, Inc. Brittany is currently writing the



PANEL 1: THE MANY FACETS OF CAREERS IN COMMUNICATIONS continued

first book on becoming a social media influencer and content creator and which will be released in Fall 2018 through Kensington Books.

CHARLOTTE JAPP

@charliehorsejapp [0]

Senior Creative, Vice



As a member of VICE's Creative team, Charlotte develops ideas for documentaries, short films, digital experiences and events in partnership with brands that push culture forward. Collaborating with sales, graphic designers, publishers, video producers, writers and media

planners, Charlotte finds creative ways to produce content across VICE's 13 verticals, as well as content for advertisers to own. She is currently working on the digital launch of the art and architecture magazine, Garage as it becomes part of the VICE network.

Beyond VICE, Charlotte has a love for old cameras and directs films for the likes of the designer Prabal Gurung and artist Kim Keever. She is also the creator of GIRL TAWK, a quarterly meeting for women to vocalize their creative goals and find collaborators to make them happen.

ALANA KALIN

@AlanaSarah

Director North America Partnerships, Blippar



Alana Kalin is the Director of Partnerships at Blippar, the leading visual discovery browser and largest mobile AR and AI platform. She joined the company in the early stages in 2012, opening the first U.S. office and leading partnerships with brands and agencies. In her current

role, she's helped brands like General Mills, PepsiCo, Unilever, Harley Davidson, Marriott, Hershey's and Campbell's Soup implement AR solutions.

Prior to Blippar, Alana worked at Kraft Foods driving the Wienermobile and AFA, an international consulting firm, creating economic trend reports throughout Central Asia, Africa and Eastern Europe.

VANESSA MARQUEZ @lookatthebeautiful

Marketing Partner, NA., Diageo



Vanessa Marquez is marketing technologist and brand director for Diageo, the world's largest adult beverage company, where she consults on digital and social strategy for Smirnoff, Baileys, Guinness, Bulleit and others. After graduating from

NYU/Gallatin in 1999, she began her career in digital working in startups such as Pointroll and Starmedia before moving over to the agency side in 2006.

Marquez spent the next 10 years delivering smart digital marketing programs and campaigns for Fortune 500 brands such as Sony, LG Electronics and Canon. She makes her home in Brooklyn, New York and spends her free time traveling, eating and pursuing figure skating and scuba diving.

KRISTIN RUSS

@MTV

Wardrode Stylist, MTV



Kristin Russ is a wardrobe stylist for MTV. Kristin entered the world of styling in 2010 studied at New York City's Fashion Institute of Technology and the School of Style. Kristin walks the runway of life with a joyful and generous focus that attracts some of the world's most acclaimed masters

of style to her.

As a young girl, Kristin was the one creating entire fantasy worlds with her Barbie dolls, complete with environments and dialogue. At home, sisters and cousins became models for imaginary ad campaigns, conceived and styled by Kristen. As a young woman, she connected passion and profession. Kristin currently resides in New York City and when she isn't devising style concepts or sourcing wardrobe looks, she is writing. She has two children's books in progress.

PANEL 2: HOW TO LAND THE PERFECT JOB/INTERNSHIP

MODERATOR: GABRIELLE SIMPSON

@ GiftofGab

Director of Communications and Public Relations, FCB Global



Gabrielle Simpson, a communications, branding and media expert, joined FCB Global as Director of Communications and PR in June 2017. FCB (Foote, Cone & Belding) is a global, fully integrated marketing communications company. In this role, Simpson brings a unique

multimedia perspective to drive the global network's creative story and support the agency in significantly changing consumer behavior to the benefit of its clients, its people and society.

Prior to this position, Simpson served as director of communications for NBCUniversal, where she oversaw the development of internal and external communications plans in support of the corporation's diversity and inclusion initiatives. In 2014, Ebony.

PANEL 2: HOW TO LAND THE PERFECT JOB/INTERNSHIP continued

com recognized Simpson for her industry-wide accomplishments and unwavering commitment to diversity and inclusion. Simpson is also currently a contributor with HuffPost.

ALYSSA GREENFIELD @LyssGreenfield

Senior Branded Content Editor, WayUp



Alyssa is WayUp's Senior Branded Content Editor. You'll typically find her interviewing, writing, or tweeting out career stories (@WayUp)—all in the name of helping college students and recent grads discover the right jobs and internships for them.

ALICE LING

@google

Recruiter, Google



Alice Ling is a Recruiter within People Operations at Google. In her four years at Google, she has held roles spanning university, industry and internal recruiting. Prior to Google, she was a Human Resources Business Partner at Amazon.

Alice has a Bachelor's in Communication Studies from Northwestern University, where she graduated with honors.

MARIE DELAGE

@marieeliseNYC

Director of Community and Partnerships, FindSpark



Marie Delage has a passion for careers, community, and empowering others. As Director of Community and Partnerships at FindSpark (@ findspark), she brings outstanding employers and sponsors into the FindSpark community and connects them to the exceptional diverse

student and young professional talent. Previous to FindSpark, Marie was a Digital & Creative Recruiter at TEKsystems.

JANE TURKEWITZ

@letstalkturkey

Founder, .comRecruiting



At .comRecruiting, Jane and her team specialize in placing VP level and above talent with any companies that have a digital/e-com/mobile element—from pure-plays, to digital divisions, to traditional companies, agencies and brands.

Jane, also an avid writer, is a featured blogger with over 2MM readers to any given post and has had long-form articles on iMedia. In addition, she has written pieces for—or has had her blog picked up by—Business Insider, MENG (Marketing Executives Networking Group), MediaBistro, Dice, TheLadders and others.

She was the Merchandising Development Director for Seventeen where she led a creative team in developing cross-media marketing programs for fashion, beauty, retail, health, fitness and entertainment advertisers. She has held marketing, research and promotional positions at Disney and The New York Times Company.

PANEL 3: DEFINING PERSONAL BRAND

MODERATOR: NINA LASSAM

@nytimes

Director, Ad Innovation, New York Times



Nina, is a Knight Visiting Nieman Fellow at Harvard University and Sr. Director of Ad Product and Product Marketing at The New York Times.

DORENE BAIR

@JustAskDorene

Life Coach, "Just Ask Dorene"



Dorene Bair is the founder of Just Ask Dorene. As a motivational speaker, life coach and media professional, she has spent more than 25 years relationship building and strategically creating solutions for clients and individuals. With a strong focus on outcomes, everyone

must feel like a winner at the end of each situation.

As a true connector, she loves to help people become the best version of themselves. Dorene practices what she calls the "Power of Three, Positive Thinking, Self Care and Gratitude," and does this professionally and personally, helping people understand and grow their own value is a true passion.

PANEL 3: DEFINING PERSONAL BRAND continued

MEGHAN BROCKMEYER @LinkedInMktg

Associate Marketing Manager, LinkedIn



Meghan Brockmeyer is an Associate Marketing Manager at LinkedIn, where she helps leading technology companies drive their businesses forward by leveraging the power of LinkedIn. She is a 2014 graduate of Harvard University and soon-to-be dog owner.

ROBYN HATCHER

@SpeakEtc

Coach, SpeakEtc.



Robyn Hatcher, is an author, professional speaker, communication skills expert and founder of SpeakEtc., a boutique communication and presentation-skills training company that works with business professionals who want to become more powerful, engaging and confident comm-

unicators. Her corporate client roster includes Fortune 500 companies and noteworthy brands, including Lifetime Television, Jones New York, AXA, UBS, Hewlett Packard and others.

Robyn's first book, "Standing Ovation Presentations" (Motivational Press, 2013), is a complete presentations skills guide that contains a unique communication-style system called ActorTypes. "Standing Ovation Presentations" was listed on Forbes.com as one the Top 100 Coaching Book and was named by Six Figure Startup as one of 4 Fun Business Books. Robyn is a certified Neural Linguistic Programming (NLP) practitioner and uses a broad range of techniques to achieve incredible, individualized results with her clients.

BRANDON MILTSCH

@brandONmiltsch

CMO Luminary, Oracle



BrandON Miltsch is Chief Marketing Officer Luminary at Oracle. With a solid Oracle track record with both the Social and Marketing Cloud—along with over 10 years of digital agency experience and a successful sales record at NTT/Verio—BrandON brings a strong mix of expertise and

business development skills to the Oracle team.

BrandON has also been thrilled to speak at several engagements monthly internally and externally, further illustrating his passion and desire for Oracle executives to optimize and promote their "personal brands," teaching social media and networking skills. Outside of work, BrandON enjoys spending time with

his wife Christina and their 5-year-old son, Riley. He is also excited to announce the release his new book, "Networking on ÜBER Steroids."

MORNING WORKSHOP 1: CREATING YOUR KILLER ELEVATOR PITCH

SPEAKER: CARLA PERROTTA

Staffing Expert / Career Coach



Carla's background consists of officer positions at Fortune 500 companies, publicly traded organizations, international, regional and independent companies. Carla also has hands-on experience in both company owned and franchise settings as well as owning her own firm.

Prior to Carla's most recent position at Impellam, N.A., where she was promoted, she held various leadership positions with some of the top players in the staffing and recruitment industry where the overall objective was to increase profits. While under her leadership as Chief Operating Officer and Senior Vice President at ATC Healthcare Services, she developed the organization from inception into one of the top ten staffing companies of its kind in the United States.

Perrotta has contributed to more than 50 articles with various publications. She has also authored the chapter *Budgeting Temporary Staffing for the Handbook of Budgeting* with the Assistant Dean of Business Studies of Hofstra University and John Wiley Publishers.

MANDY CARR

@MandyTTCarr

Communications Manager, The New York Academy of Sciences



Mandy Carr used her passion for TV shows to create a blog, Primetime Addiction, that she grew to reach 25,000+ people a month. This blog earned her a job at a startup company as the managing editor/social media editor. By day she's the communications manager for all the

education programs at The New York Academy of Sciences. By night, she's still maintaining her blog. It's been going for five years now. She's also interviewed the cast of "Pretty Little Liars," "Riverdale," "Gotham," "Younger," "Arrow," "Teen Wolf" and more.

MORNING WORKSHOP 1: CREATING YOUR KILLER ELEVATOR PITCH continued

JULIA CORBETT

@julia corbett

Account Executive, Meredith Xcelerated Marketing (MXM)



Julia Corbett is a New York Women in Communications scholarship winner and the co-chair of the Young Professionals Committee. She is an Account Executive at Meredith Xcelerated Marketing where she manages B2B and tech accounts. Julia previously served as an

Associate Marketing Manager for *Parents, FamilyFun, Fit Pregnancy and Baby*, and *Parents Latina* magazines. She is also a writer, and has contributed to the 2017 NYWICI Matrix Awards Journal, The Muse and more. She has also written sponsored content for brands.

Julia holds a B.A. in journalism and minor in marketing from The College of New Jersey. While in college, she interned at Meredith Digital and in Seventeen's editorial and marketing departments.

NICOLE GODREAU

@Spotify

Sales Coordinator, Spotify



A native New Yorker, Nicole majored in Integrated Marketing Communications at Ithaca College. She studied abroad in London, and spent a semester in Los Angeles, where she interned at the Discovery Channel and Krupa Consulting. As an Emma Bowen Scholar, Nicole was

able to intern at Food Network every summer throughout her college career.

With a passion for advertising, Nicole was awarded the Most Promising Multicultural Student by the American Advertising Federation. She was also selected to be part of the IRTS Summer Fellowship program, which gave her the opportunity to intern at Spotify. Previously she worked as a media tech analyst at DigitasLBI. She is now a Sales Coordinator at Spotify.

AMANDA LIVINGSTON

@amandarliving

Intern, MedShadow & WantLeverage



Amanda Livingston is a recent graduate of Ithaca College, a New York City-based writer, and an aspiring children's book editor. She is currently pursuing her Masters in Publishing: Print and Digital Media at New York University.

GENA WOLFSON

@gwolfson

Social Media & Content Producer, SiriusXM Radio



Gena Wolfson currently works as the social media and digital content producer at SiriusXM Radio focused on political talk content. In her role at SiriusXM, she traveled across the country covering the 2016 election. She previously worked for Katie Couric at Yahoo! News and prior to

that, was an associate producer on a primetime MSNBC show. She is a proud former NBC Page and a graduate of the University of Wisconsin-Madison with a bachelor's in Journalism and Political Science.

MORNING WORKSHOP 2 & AFTERNOON WORKSHOP 3: YOUR BEST ANSWERS TO EVERY INTERVIEW QUESTION

SPEAKER: INGRID CLAUSEN

@ChallengerGray

Career Coach, Challenger Gray



Ingrid Clausen is a seasoned Global Professional Coach, with extensive experience in career transition and training, job search strategy and coaching, cultural coaching and project management, translation and interpretation. Currently, she is a senior job coach and career transition

consultant at Challenger, Gray & Christmas, Inc., an international outplacement and executive coaching firm.

Ingrid has been awarded first place for best job coach in her company for three consecutive years, and earlier this year, she also received the CEO award. Ingrid is an adventurous traveler and trilingual professional who has lived in five different countries and visited 42 more. Ingrid received her international business and management degree from the Frei University in Berlin, her psychology degree from Harold Washington College in Chicago and her degree in photography from the Technical School in Copenhagen.

STEPHANIE AGRESTI

@sdagresti

Corporate Communications Specialist, Scholastic



Stephanie Agresti is a Corporate Communications publicist at Scholastic. She is a *summa cum laude*, Phi Beta Kappa graduate of The College of New Jersey.

MORNING WORKSHOP 2 & AFTERNOON
WORKSHOP 3: YOUR BEST ANSWERS TO EVERY
INTERVIEW QUESTION continued

SARAH BERTOLINO

Director of Marketing, Howard F. Freedman & Co., CPAs



Sarah Bertolino is a recent resident of New York having just arrived from California in July of this year. She has a Bachelor's degree in Mass Communications, specializing in Public Relations and an Associate's degree in Accounting. These seemingly different academic categories provide the

unique opportunity to support and manage the needs of accounting and finance practices in the complicated world of marketing and PR.

Howard F. Freedman and Co., CPAs provide accounting, tax and wealth management services to businesses and high net worth individuals in the Long Island and Greater New York City area. In her spare time, Sarah enjoys reading non-fiction books, making scented soy candles and playing with her two small dogs, Sophie & Keira.

NAOMI DUCAT

@DeloitteUS

Business Analyst, Deloitte Consulting LLP



Naomi Ducat is a business analyst at Deloitte Consulting LLP, where she supports initiatives to find solutions to business challenges for federal agencies through the lens of strategic communications. She has a diverse portfolio of experiences, including the White House as the foreign affairs

intern in the Office of Vice President Joe Biden, the Department of Defense, Scholastic and Queens Public Library, to name a few.

Naomi graduated from Queens College, where she studied communications, psychology, and business and is a two-time NYWICI Scholarship recipient, having received the Judy Corman Memorial Scholarship from Scholastic in 2015 and the Alumna Award of Excellence Scholarship in 2016.

BRIDGET JACKSON

@bridge_jackson

Coordinator, Digital Enterprises, NBCUniversal



Bridget Jackson works as a coordinator at NBCUniversal with the Digital Enterprises team, a division that leads the company's digital business strategy, builds and strengthens partnerships with new media and technology companies and spearheads efforts to deliver

premium content to emerging platforms. In her role,

Jackson oversees content and development opportunities with partners such as Amazon, YouTube, Snapchat, Facebook and Buzzfeed.

Prior to this role, Jackson was a member of the NBCUniversal East Coast Page Program, a one-year, rotational program in which she held roles across the company with "TODAY" Show and CNBC, while performing audience coordination for late night shows and company events. Jackson is a 2015 graduate of the State University of New York at Oswego, where she held six internships, and is a 2014 recipient of the New York Women in Communications scholarship.

ALEXANDRA OSTEN

@amosten93

Account Manager & ERG Leader, Nielsen



Alexandra Osten is an Account Manager at Nielsen on the Local TV side of the business. Alexandra manages over \$21 million in annual revenue, handling the entire Midwest business. In April 2017, Alexandra launched Nielsen's eighth Employee Resource Group, Nielsen Generation.

Alexandra was the 2014 New York Women in Communications Scholarship recipient for the Ruth Whitney Award from Glamour. Alexandra graduated in 2015 from Pace University where she earned a BBA in Arts & Entertainment Management and Global Marketing. While there, she completed more than 12 internships at organizations such as NBCUniversal (news group corporate communication, PR, "TODAY" Show), Universal Pictures (marketing and publicity), CNN (communications, social media management), HAVAS Worldwide (brand development), CBS (production), and several more. Alexandra was recently featured in Variety magazine's 110 Students to Watch in Entertainment and has a standing invitation to Glamour's Women of the Year Awards.

MORNING WORKSHOP 3 & AFTERNOON WORKSHOP 2: NEGOTIATING YOUR WAY TO SUCCESS

SPEAKER: MEEKA BONDY

@HBO

SVP Legal, HBO



Meeka Bondy is senior vice president, Legal Affairs, for Home Box Office, Inc., responsible for legal matters pertaining to the HBO Enterprises, Corporate Services, Research and Information Technology groups. Previously, she was at Time Warner Interactive Video Group, Inc., where

she was vice president, Legal Affairs, from January 2002 to February 2004.

MORNING WORKSHOP 3 & AFTERNOON **WORKSHOP 2: NEGOTIATING YOUR** WAY TO SUCCESS continued

She has published articles in the New York Law Journal, Multimedia & Web Strategist, Entertainment and Sports Lawyer and the Brooklyn Journal of International Law, and has delivered speeches/lectures at the Practicing Law Institute, The Copyright Society of the USA and more. She is executive sponsor for MOSAIC, the Asian-American business resource group at HBO, and serves on the board of the New York chapter of WICT (Women in Cable Telecommunications) as Programming Chair and incoming Secretary.

CHELSEA CIRRUZZO @ChelseaCirruzzo

Digital Producer, WUSA9 Washington, D.C.



Chelsea Cirruzzo is a graduating senior from American University where she studies public relations and women's studies. She is a former New York Women in Communications scholarship recipient. At American University, she currently serves as president of Her Campus American,

an online women's magazine.

Chelsea's interned at NBC Washington, Newsday and, most recently, WUSA9. She worked on election night 2016, covered the opening of a new Smithsonian museum and has attended events in and around D.C. This past summer, she was selected as an American Society of Magazine Editors intern and wrote for AARP the Magazine and its sister publication, The Bulletin. After graduation, she hopes to continue working as a journalist, pursuing her interest in political journalism and women's magazines. Her work has appeared on several feminist websites, including Femsplain, Clover Letter and The Tempest.

MELODY LIU Communications Associate, Carfrae Consulting



Melody Liu works for Carfrae Consulting as a Communications Associate based in New York City, where she oversees multiple fashion, lifestyle and entertainment brands such as DVF, Zimmermann, American Ballet Theatre, Bumble and Fergie. She has extensive work and internship

experience in marketing and public relations with global fashion brands such as Christian Louboutin, Bylgari, Mulberry, Prabal Gurung and Moda Operandi.

Melody Liu is also the founder of the non-profit organization, Global Education Partnership, and creator of the Yunnan Ethnic Minority School (YEMS) volunteer project. Graduated from Fashion Institute of Technology with a bachelor's degree in Advertising and Marketing, Melody is fluent in Mandarin, English and French.

GABBY REESE

@frandefeopr

PR Coordinator, Fran DeFeo PR



Gabby Reese is a public relations and event planning professional and she has worked on these aspects of communications for brands, music and nonprofits. After graduating from Ithaca College in May 2017 with a degree in Integrated Marketing Communications and Spanish, she

packed her bags and moved to Brooklyn.

Gabby is currently a freelance PR Coordinator at Fran DeFeo PR and a receptionist at digital creative agency Code and Theory. She is a NYWICI member and was the NYWICI 2016 PBS Scholarship Recipient. Some of her favorite things are live music, Great Danes, "Saturday Night Live" and Julia Child.

MANDISA SHIELDS

@MandisaShields

Associate Account Executive, Cognito



Mandisa Shields is a PR professional specializing in finance and fintech communications. She graduated from the S.I. Newhouse School of Public Communications at Syracuse University in May 2017. Upon graduating, Shields began working at Cognito, a finance and fintech

integrated communications agency, where she interned during the summer of 2016.

Shields has experience in PR and communications, social media coordination, online community curation and research of brand perception. She is a proud Brooklyn native and Harlem transplant who enjoys spending her free time traveling and trying new restaurants.

CASEY SILVESTRI

@casey_silvestri

Production Assistant, NBC News



Casey Silvestri is a two-time New York Women in Communications scholarship recipient and recent graduate from SUNY New Paltz. She currently works as a Production Assistant at NBC News, where she helped launch Stay Tuned, the first daily news show on Snapchat.

Previously, she has held internships at NBC News Digital, the TODAY Show and the Meredith Corporation. In her spare time, Casey enjoys reading about girl bosses and fighting fake news.

LUNCHEON KEYNOTE

KELLE JACOB

@EsteeLauder

Global Marketing Manager for Victoria Beckham Estée Lauder Collaboration and The Estée Edit by Estée Lauder



Kelle Jacob is the Global Marketing Manager for Victoria Beckham Estée Lauder Collaboration and The Estée Edit by Estée Lauder. In this role, she has been a vital part of one of The Estée Lauder Companies' most entrepreneurial endeavors in recent history: the ground-up creation of a

new brand aimed at millennials, in partnership with Sephora. To do this, she has built on over five years of experience in engaging emerging consumer groups, including identifying new product and business opportunities.

Ms. Jacob is a founder and former co-chair of GenNEXT, a cross-branded interest group created to promote creative innovation and engagement with millennial consumers. As part of her two year tenure, she help drive partnerships with key companies including Google and Snapchat.

In addition to her work in marketing, Ms. Jacob has been an art gallery CEO and America's Next Top Model contestant. She holds a Bachelor of Arts in Media Studies from Hunter College and a Master of Professional Studies in Cosmetics and Fragrance Marketing and Management from the FIT. She sits on the Board of Trustees for the Hunter College Foundation.

<u>AFTERNOON WORKSHOP 1:</u> YOUR GUIDE TO SUCCESSFUL FREELANCE WRITING

SPEAKER: ESTELLE ERASMUS

@EstelleSErasmus

Writing Coach/Writer's Digest Instructor



Estelle Erasmus is a writing coach and former magazine editor-in-chief of five national consumer publications. She writes about psychology, beauty, health and parenting in midlife for many publications, including *The New York Times, The Washington Post, Quartz* and *Woman's Day*. She

is an instructor for Writer's Digest and is an in-demand speaker on pitching, publishing and the craft of writing. She was chair of the 2017 American Society of Journalists and Authors conference in New York City, and is a longtime member of the American Society of Magazine Editors.

LAUREN DUGAN

@DuganFOX46

Reporter, FOX46 Charlotte WJZY-TV



Lauren Dugan is a broadcast and multimedia journalist. She is currently reporting at WJZY Fox46 Charlotte (Fox O&O) as a morning reporter for "Good Day." Dugan was part of the team that won an Edward R. Murrow Award, Breaking News, Large Market, for coverage during the 2016

Charlotte Riots. She also covered the Total Solar Eclipse from Columbia, S.C. Dugan previously reported at WTXF Fox29 Philadelphia (Fox O&O) as a one-manband on local, national and international features for the weekend morning newscast on "Good Day Philadelphia" for two years.

She won a Broadcast Pioneers of Philadelphia scholarship, a John. H. Taylor Journalism Scholarship from Villanova, and a BABLe award from Villanova Student Media, but her favorite honor was being named a New York Women in Communications 2016 Scholar for the lifelong sisterhood NYWICI offers.

JENN LAVELLE

@jennlavelle

Digital Content Officer, American Jewish World Services (AJWS)



Jenn Lavelle is a communications professional with expertise in digital engagement and messaging. She has focused her eight-year career on social justice causes, working on a wide range of issues from gender equality to climate change. In her current role as Digital Content Officer

at American Jewish World Service she uses social and digital media to build community among American Jews and support for the organization's grantees working to realize their human rights in the developing world.

In the past, she has worked in-house and freelance for organizations working toward social justice, from Smart Growth California to TransForm and the Public Interest Research Group. She has her undergraduate degree in English and Environmental Policy from Muhlenberg College and is currently working toward her Executive Masters in Strategic Communications at Columbia University.

JUSTINE RE

@JustineRe12

Traffic Reporter, News 12 Westchester



Justine Re is a traffic reporter at News 12 Westchester. She joined the news team in June 2017 and previously worked as a general assignment reporter at WBNG-TV in Binghamton, NY. While at WBNG, she interviewed the likes of Governor Andrew Cuomo,

AFTERNOON WORKSHOP 1: YOUR GUIDE TO **SUCCESSFUL FREELANCE WRITING** continued

former Sen. Bob Dole and U.S. Representative Claudia Tenney, to name a few. Her favorite assignment was on board the Twin Tiers Honor Fight from Binghamton, New York to Washington, D.C. where she interviewed veterans on their experiences overseas.

She has also worked behind the scenes, as a freelance video editor for Time Warner Cable News NY1. Besides television, Re worked as a reporter for WRHU-FM, where she covered Trump and Clinton 2016 campaign events, including the New Hampshire primary. Re has received honors including a special mention at the New York Associated Press Club Awards, a Hearst Award, a Gracie Award and Long Island Press Club awards.

ASHLEY SCHWARTZ @AshlevObserves

Associate Producer, PeopleNow at PEOPLE Magazine



Ashley Schwartz is a native New Yorker with a passion for video storytelling. She is currently an Associate Producer at People Magazine. She previously was the Coordinator of Programming and Production at Townsquare Media, where she helped to manage the video production workflow for six (6)

brands including XXL, PopCrush and national ScreenCrush. In her other past role, she was the Department Assistant of MTV News, where she also wrote articles on pop culture. Schwartz graduated Brooklyn College in February 2016, where she obtained a Bachelor of Science in Broadcast Journalism with a minor in Professional and Applied Ethics. While in school, she interned at BET, 1010 Wins, MTV2, mtvU, The Center for Public Integrity, Scholastic and the New York Daily News. She is a 2013 NYWICI Scholarship Winner.

HILAREY WOJTOWICZ

@HilareyAnn

Editor



Hilarey Wojtowicz is the current Co-VP for NYWICI's Student Affairs Committee and is a past scholarship winner (class of 2016). She's been involved in NYWICI for seven years now and loves every second of it. Most recently, Hilarey worked as the editor of The Cashlorette, a female

personal finance website, part of the Bankrate.com family.

Hilarey is also completing her masters in journalism online at the University of Missouri. In her free time, she loves to go to concerts, the beach, watch movies and read career books. She lives in New Jersev with her boyfriend. You can follow her on Twitter @HilareyAnn.

LEADERSHIP PANEL

LAUREN DUGAN

@DuganFOX46

Reporter, FOX46 Charlotte WJZY-TV Detailed bio on page 12.

JUDITH HARRISON

@JudithDiversity

Senior Vice President, Diversity & Inclusion, Weber Shandwick



Judith Harrison is senior vice president of Diversity & Inclusion at Weber Shandwick. She drives programs designed to build a multicultural workforce that leverages diverse backgrounds and perspectives to create innovative solutions for clients and an inspiring,

high-performance workplace. Since joining Weber Shandwick in 2006, Judith has guided the firm to recognition as a champion of diversity and inclusion, with honors including the PRWeek/PR Council Diversity Distinction in PR Awards in 2012, 2013, 2015 and 2016.

Her background includes public relations and marketing communications positions and projects at Burson-Marsteller, Arthur Young (now Ernst & Young), CBS, Media General, Random House and the Italian Trade Commission. She was awarded the 2011 STAR Award by New York Women's Agenda and was named as one of Savoy's Top Influential Women in Corporate America in 2012 and 2014.

MEREDITH LONG

@TimeInc

Senior Vice President/GM, News, Luxury & Style, Time Inc.



Meredith Long is Time Inc.'s Senior Vice President and General Manager of News, Luxury and Style. In her role as SVP and General Manager, Meredith is responsible for developing the growth strategy for Time Inc. brands, including Time, Fortune, Money, InStyle, Food &

Wine, Travel + Leisure and Departures. She also oversees these brands' major franchises and live events such as the annual Food & Wine Classic in Aspen, the Time 100 Gala and the Fortune Live Media Division.

From 2015 to 2016, Meredith served as Publisher of Time where she grew revenue across the brand. During her tenure, she launched Time's in-house creative studio, Stitch and was also instrumental in launching Time Inc.'s new Millennial-focused site Motto. She currently serves as the President of New York Women in Communications, and in 2016, Long was named to the American Advertising Federation's Hall of Achievement.

LEADERSHIP PANEL continued

SAUNDRA THOMAS

@ABC7NY

Vice-President of Community Affairs, WABC-TV



Saundra Thomas has been Vice-President of Community Affairs at WABC-TV since 2001 and has made community service the center of her life. Thomas is nearing her third decade at Channel 7. In her role, Thomas oversees all on-air public service announcements, community outreach

and station community projects for the tri-state. She recommends news and programming coverage of important local topics, and is responsible for philanthropic endeavors on behalf of the television station.

Saundra has served as a member of Jazz Reach, Global Action Project and Dancewave, is currently a board member of New York Women in Communications, Open House New York, Brooklyn Book Festival and board chair of the Council for Unity. Thomas has also been a recipient of the Black Achievers in Industry Award from the Harlem YMCA and recently the McDonald's Legacy in Media Award.

KRISTINE WELKER

Media Executive



Welker is a long-time media executive with 25 years of experience as a purpose driven leader committed to inspiring people to ignite their true potential and drive greater impact. Interested in promoting social change and corporate responsibility she recently served as Interim CEO

of Muscular Dystrophy Association, a leading health care organization.

Welker spent nearly two decades at the Hearst Corporation leading high growth businesses and building profitable brands. She served as VP, Publisher and Chief Revenue Officer of Hearst's magazine collaboration with Dr. Mehmet Oz, Emmy-Award winning host of "The Dr. Oz Show," which debuted with sell-out success. Previously, as Chief Revenue Officer, Hearst Magazines Digital Media, she led the strategic development for the company's portfolio of 24 premium digital brands including *Cosmopolitan, Esquire, Good Housekeeping, Seventeen* and *Harper's Bazaar.*

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"I've been fortunate to receive a NYWICI Scholarship, not once, but twice. As a college student studying communications, the monetary help from NYWICI has been enormous, but the connections and relationships have been priceless. From the Mentoring Program to Cocktails and Conversations, NYWICI has provided me a group of women, from students like myself to well established executives, who are my biggest advocates. I feel confident that I can lead my best life professionally and personally thanks to the support of NYWICI." - Anna Gardner, Ithaca College, 2016 & 2017 Scholarship Recipient



(First row, left to right) Jazmin Kay, George Washington University | Janie Peacock, Pratt Institute | Schania Anderson, Seton Hall University | Alison Bonaviso, Hofstra University | Jennifer Lavelle, Columbia University | Kyra Richardson, Hamilton College | Lauren Dana, Syracuse University | Stephana Eghan, The City College of New York | Chinyelu Onuora, Columbia University | Melynda Payne, Middlebury College | Anna Gardner, Ithaca College (second row) Jennifer Walsh, Ithaca College | Emma Beltrandi, Ithaca College | Lexy White, Ithaca College | Emma Noblesala, Ithaca College | Maylan Studart, New York Institute of Technology | Jacqueline Homan, Syracuse University | Alana Battalino, Marymount Manhattan College | Sarah Lynch, Marist College

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New York Women in Communications empowers women in all communications disciplines and at all career levels to reach their full potential by promoting their professional growth and inspiring them to achieve and share their successes in the rapidly changing world of communications.

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