Cox Hall Ballroom
Tuesday, Nov. 15th
6pm-8pm

Marketing & Communications Networking Night

Meet alumni, employers & friends and explore the career variety in this sector. Open to all years and majors.

If you require a disability-related accommodation to participate in this event, please contact Laura Garcia, Career Center at (404) 727-6211 or laura.garcia2@emory.edu to arrange services. Early requests are strongly encouraged to allow sufficient time to meet your access needs.
• Remember: This is NOT a career fair, so guests will be intermingled throughout the room and not be stationed behind tables.

• Upon checking in, you will receive a program that contains each professional’s name and organization. You may be looking for particular professionals; you can always refer to the check-in table for assistance in locating an individual.

• Our guests will be eager to meet you! In fact, several are Emory alums and many have made special arrangements just to be here to meet YOU.

• Don’t be afraid to eat! Many students feel it’s impolite or awkward, but as long as you are neat and can hold your plate/glass comfortably, it’s fine to eat and chat.

• Nervous to introduce yourself? Just smile, use a firm handshake, state your name, year in school, major, and career interests.

• Networking is simply about learning what careers fit you best, and how to position yourself for entering these professions. It’s your secret weapon in a job or internship search - because you learn about how to find your work of choice and get noticed!

• Collect business cards, or note those in the program you’d like to keep in contact with; they may become a very important resource later!

• Think of what questions you’d like to have answered. See the next page for specific questions.

• If a guest you’re waiting to talk to is already engaged in conversation, don’t wait in line! There’s a lot you can learn from hearing the discussion.

• Send thank you emails. It will help you show your gratification, and solidify the contact.

• Just ask questions when you don’t know what to say!
Sample Question List

Career Exploration

1. How would you describe a typical day in __________ role?
2. What are some pros and cons to going into ____________ field?
3. What does the typical work week look like? Is it a 9am-5pm or do you work nights and weekends as well?
4. What do you like most about your job? Least about your job?
5. What are some lifestyle considerations for this career field?
6. What kind of individual in terms of skills or personality would be best suited for entry-level roles in this area?

Industry-Specific Questions

1. What sort of technical skills should a competitive candidate have if they want to break into social media?
2. What education is required to get into your area?
3. Can you tell me more about typical entry-level positions in this field?
4. What are areas for potential growth or decline in this industry?
5. Are there any professional organizations that I should look into joining?

Job Search Questions

1. How do people find out about open positions in this field?
2. What kind of salary range and benefits could an entry-level position receive in this field?
3. What is the future outlook for this career?
4. What sets apart individuals that are most successful in this industry?
5. Do you have any advice on what I should be doing now to make myself more competitive for future positions in this area?
# Guest Industry Experience

## Advertising
Jamie Clayton, Morehouse College  
Silver Cuellar III, Van Winkle + Associates  
Brian Diener, Relevance Advisors  
Joshua Harrell, HeavyDuty Branding  
Meaghan Kennedy, Orange Sparkle Ball  
Cathy Leslie, Insight Resource Services  
Danielle Ragsdale, BKV  
Benjamin Rudolph, Relevance Advisors  
Angela Sun, Urjanet

## Business
Sarah Affleck, Rigor  
Nikki Hughes, SimplePart

## Communications
Sarah Affleck, Rigor  
Adam Bowers, Urjanet  
Melanie Crissey, Rigor  
Silver Cuellar III, Van Winkle + Associates  
Natalie Gullatt, LivePerson  
Penn Hansa, SimplePart  
Joshua Harrell, HeavyDuty Branding  
Henri Hollis, Green Olive Media  
Meaghan Kennedy, Orange Sparkle Ball  
Danielle McGivney, Integrity Marketing & Communications  
Liza Mulkowsky, Genuine Parts Company / NAPA AUTO PARTS  
Jenny Nelson, Cardlytics  
Terry Sartor, Crawford & Company  
Angela Sun, Urjanet

## Marketing
Adam Bowers, Urjanet  
Melanie Crissey, Rigor  
Silver Cuellar III, Van Winkle + Associates  
Brian Diener, Relevance Advisors  
Philip Dolan, Navicure  
Natalie Gullatt, LivePerson  
James Handley, SimplePart  
Penn Hansa, SimplePart  
Joshua Harrell, HeavyDuty Branding  
Henri Hollis, Green Olive Media  
Meaghan Kennedy, Orange Sparkle Ball  
Gillian Koh, The Home Depot  
Cathy Leslie, Insight Resource Services  
Danielle McGivney, Integrity Marketing & Communications  
Jenny Nelson, Cardlytics  
Matthew O’Connor, Nebo Agency  
Benjamin Rudolph, Relevance Advisors  
Terry Sartor, Crawford & Company  
Angela Sun, Urjanet  
Paul Tilbian, Brandmovers

## Analytics
Melanie Crissey, Rigor  
Brian Diener, Relevance Advisors  
Yassine Farhi, SimplePart  
James Handley, SimplePart  
Joshua Harrell, HeavyDuty Branding  
Gillian Koh, The Home Depot  
Matthew O’Connor, Nebo Agency

## Creative
Adam Bowers, Urjanet  
Melanie Crissey, Rigor  
Silver Cuellar III, Van Winkle + Associates  
Penn Hansa, SimplePart  
Joshua Harrell, HeavyDuty Branding  
Meaghan Kennedy, Orange Sparkle Ball  
Jenny Nelson, Cardlytics  
Matthew O’Connor, Nebo Agency

## Journalism
Melanie Crissey, Rigor

## Sales
Sarah Affleck, Rigor  
Melanie Crissey, Rigor

## Technology
Melanie Crissey, Rigor

## Digital
Silver Cuellar III, Van Winkle + Associates

## Media
Melanie Crissey, Rigor  
Meaghan Kennedy, Orange Sparkle Ball  
Gillian Koh, The Home Depot  
Danielle McGivney, Integrity Marketing & Communications  
Benjamin Rudolph, Relevance Advisors  
Angela Sun, Urjanet

## Public Relations
Joshua Harrell, HeavyDuty Branding  
Henri Hollis, Green Olive Media  
Liza Mulkowsky, Genuine Parts Company, NAPA AUTO PARTS
**Sarah Affleck** is the **Business Development Manager** at **Rigor** and is responsible for leading the team that develops new client relationships. She is a goal oriented, self-starter who is passionate about technology and the Atlanta Startup Community. Sarah is a graduate from Wofford College with a BA in English Literature. During her free time, she enjoys taking pictures, traveling and spending time with her friends and family.

**Adam Bowers** is the **Director of Marketing** at **Urjanet**. Adam provides strategic direction to Urjanet’s brand and communications function. Prior to joining Urjanet, Adam was an early employee at EndoChoice, prior to its IPO in 2015. Adam holds a B.A. from Grand Valley State University and an M.Div. from Princeton. Adam’s areas of interest include strategic brand building, digital marketing, events, website design, copywriting, video production, PR and social media.

**Jamie Clayton, Program Manager, Morehouse College**

The focus of the Public Health Sciences Institute (PHSI) at Morehouse College is to interface with scientific research, education, teaching, program development and community-based services. Provides day-to-day technical/professional guidance and leadership as appropriate to the day-to-day operations of PHSI programs (Summer Internships- Project Imhotep and the Public Health Leader Fellowship Program (PHLFP), Dreams to Teach, NOYCE Pre-service teaching program, Innovative Science, Technology, Engineering and Mathematics Strategy Project (iSTEM) and the Morehouse Pan African Global Experience II (MPAGE II). Oversees the operational planning, establishment, execution and evaluation of a multifaceted programs and projects typically consisting of a set of closely related subprograms and community-based activities in PHSI. Oversees fiscal, operational, administrative and human resources management of PHSI. Assists with grant preparation and the solicitation of grants, serves as principal point of representation and liaison with external constituencies on operational matters. Her previous experience in Marketing & Communications include, **Project Coordinator - Morehouse College, National Minority Male Health Project; Program Manager - Morehouse College, Building Research, Infrastructure and Capacity; and Program Manager - Morehouse College, PHSI (recruitment for undergraduate summer internship programs at ABRCMS, SACNAS, AISES and the Atlanta University Center (AUC) recruitment fairs).**
**Melanie Crissey** works with **Rigor** Web Performance as a **Product Marketer**. Rigor helps businesses make their websites and applications faster and more reliable by recommending optimizations, alerting owners of current issues, and showing trends in performance over time. Melanie writes technical marketing content and documentation, manages campaigns to deliver new features, and runs Rigor’s marketing automation - from interested inbound leads to qualified sales accepted opportunities. She is especially passionate about user experience and brand strategy. She has a BBA in Marketing from UGA with a focus on integrated brand communication. She has continued her education in technology and web development, learning to code in languages including HTML / CSS, JavaScript, and Ruby on Rails. Her previous experience in Marketing & Communications includes, Support Specialist, Pardot Marketing Automation (acquired by Salesforce in 2013); Marketing Intern, Vicinity Manufacturing; and Volunteer Organizer, StartupChicks Atlanta Tech Village.

**Silver Cuellar III** is an **Executive Creative Director** at **Van Winkle + Associates**. Yep, his name really is Silver, and no he does not have a sister named Gold. Specializing in strategic brand building, Minecraft, and facial hair, Silver has worked in every nook and cranny across our great nation. From scrappy McGarrah Jessee in Austin, to digitally savvy Mullen in Boston, at fiercely independent Richards Group Dallas, and even the mighty network juggernaut that is BBDO in Atlanta. Along the way, his work has been recognized by Communication Arts, The One Show, Archive, Obies, and the Clios to name a few, on a great roster of clients such as AT&T, Chick-fil-A, Carnival Cruise Lines, ING, Nationwide Insurance, Fruit of the Loom, XM Satellite Radio, The Four Seasons, and Shiner Beer. Currently, he resides in Roswell, Georgia with his wife Susan, their daughter and future stunt woman Sophie, 20-month old Silver the 4th, newborn Simon James, as well as 186 collective pounds of dog fur known as Lilly & Farley. Silver has a Bachelor of Science in Advertising from The University of Texas at Austin. He also finds it hilariously appropriate that he has a B.S. in Advertising. His previous experience in Marketing & Communications includes, Senior Art Director, BBDO; Associate Creative Director, Firehouse; Associate Creative Director, TM Advertising; Brand Creative, The Richards Group; Art Director, Mullen; Junior Art Director, McGarrah Jessee; and Stockboy, Napa Auto Parts.

**Brian Diener 15B** is a **Search Marketing Analyst** at **Relevance Advisors**. Before joining the team full time, Brian worked for Relevance Advisors as an intern during his senior year of college. Brian previously co-founded College Copywriters, a content writing marketplace for college students. He helped grow the startup to over 1,000 writers at more than 700 colleges and universities nationwide. Before beginning his adventures in the digital world, Brian worked as a professional river rafting guide in Big Sky, Montana. Brian is a graduate of the Goizueta Business School at Emory University and holds a Bachelors of Business Administration with a concentration in Information Systems and Operations Management. In his free time, Brian enjoys running in Piedmont Park and exploring new BBQ restaurants. His previous experience in Marketing & Communications includes, College Copywriters, Founder; Geyser Whitewater, River Rafting Guide; Domain Development Project Manager, Domain Holdings; and Volunteer, Atlanta Interactive Marketing Association.
Phil Dolan is Chief Marketing Officer at Navicure, a provider of cloud-based healthcare billing and payment solutions. Navicure’s solutions enable healthcare organizations to collect more revenue from payers and patients in less time with less stress. Phil is responsible for managing all aspects of Navicure’s marketing including strategy, brand management, marketing communication, lead generation, marketing operations, partner marketing, and product marketing. Prior to joining Navicure in 2007, Phil spent his career in progressive consumer marketing and sales roles with Colgate-Palmolive, Heineken, The Coca-Cola Company, and Sanofi. Phil graduated from Connecticut College with a bachelor’s degree in Economics and English. His previous experience in Marketing & Communications includes, Sr. Marketing Director, Merial (a Sanofi Pharmaceuticals company); CMO, Servervault; Category Manager, The Coca-Cola Company; Marketing Manager, Heineken USA; Product Manager, Colgate-Palmolive Company; and Marketing Board, Technology Association of Georgia.

Yassine Farhi is a Business & Strategy Analyst at SimplePart. He graduated with a degree in Accounting from George Mason University and started his career in Washington, DC as a Public Accountant. He currently work as a Strategy Analyst for the Business Performance and Strategy Team at SimplePart using analytic processes to help clients achieve their business goals. His previous experience in Marketing & Communications includes, volunteering with Habitat for Humanity to help build homes for under privileged families and at Haitian Homes for Haitian Children where he helped the board of directors with strategic planning and accounting.

Natalie Gullatt 11C is currently a customer marketing and social media professional at LivePerson. She works in the Atlanta office as a Marketing Specialist where is focus on customer retention, customer advocacy and social media engagement. She began her career out of college in the legal support role and decided to transition to the world of business specifically marketing. She received her MBA from Case Western Reserve University in 2015 from which she studied in China and India her first year to learn about international business first hand. Natalie hopes to continue to work in marketing and eventually attend law school to merge both passions. Her previous experience in Marketing & Communications includes, Marketing Communications at Avery Dennison and Social Media Marketing at Inspire One Media.

James Handley is the Director of Search Engine Optimization at SimplePart. James Handley holds a B.S. Degree in Mathematics from Morehouse College and is a 2016 graduate of Georgia State University’s M.B.A program. He currently leads SimplePart’s Search Engine Optimization department in positioning dealership and manufacturer parts websites for success in search engines such as Google, Bing, and Yahoo. His previous experience in Marketing & Communications includes serving as a Search Engine Optimization Analyst and Director of Search Engine Optimization.
PENN HANSA graduated from the University of Georgia with a degree in Journalism, specializing in publication management, but quickly found her place to be in marketing and communications. She is now the CREATIVE DIRECTOR OF MARKETING at SIMPLEPART, a local company that helps auto manufacturers sell genuine parts and accessories online, and where she currently manages a design team, creates and manages publication of marketing collateral for SimplePart clients, and assists senior leadership with business presentations and communications. She keeps in touch with the world of journalism by volunteering with VOX Teen Communications, a youth-serving nonprofit that publishes a monthly newspaper created and written by teens. Her previous experience in Marketing & Communications includes, Publications Associate and Corporate Communications Specialist, SimplePart; Volunteer, VOX Teen Communications; Marketing & Communications Intern, Professional Photographers of America; and Corporate Communications & Public Affairs Intern, Cox Enterprises.

JOSHUA HARRELL is currently the CHIEF BUSINESS OFFICER for HEAVYDUTY BRANDING, a marketing agency based in Decatur. He is the steward of their brand, directing all marketing, driving new business, managing operations, in addition to working as a senior strategist on all client accounts. His past has been rooted deep in retail, specifically cosmetics. After running the retail division of bareMinerals for many years, he left to pursue other interests while continuing to produce the company’s regular QVC presentations on the Pennsylvania-based shopping channel—a role he still performs today. He is an entrepreneur who has been a part of many different ventures from fashion to cosmetic brands loves helping companies achieve their goals whether it’s creating a robust marketing strategy or guiding teams to bring big ideas to life. He has infused this passion into everything he does including his blog for professional development and personal enrichment at joshuaharrell.com. His team at HeavyDuty Branding is also responsible for their intern recruitment, and they LOVE Emory students. His previous experience in Marketing & Communications includes, TV Sales Consultant, bareMinerals (1998- Present) and National Sales Director, bareMinerals.

HENRI HOLLIS is an ACCOUNT EXECUTIVE & INTERNSHIP DIRECTOR at GREEN OLIVE MEDIA, a boutique marketing, PR, design and branding firm in Atlanta that works primarily with independent restaurants. A graduate of the management school at Georgia Tech, he landed at Green Olive thanks to his love of food and a desire for a creative, business-oriented career. In addition to his client work, he is responsible for recruiting, hiring and managing interns. His previous experience in Marketing & Communications includes PR Freelancer at MSLGROUP and Account Coordinator at Porter Novelli.

Currently, NIKKI HUGHES is the BUSINESS MANAGER at SIMPLEPART. Her role includes projects and responsibilities within Human Resources, Recruiting, Accounting, Office Management, Event Planning, etc. Previously, she has worked in Real Estate and Retail Management. She received a BS in Mgt from Georgia Tech and a MS in Sports Administration from Georgia State.
With a background in public health and industrial design, **Meaghan Kennedy 92PH** founded **Orange Sparkle Ball** (www.orangesparkleball.com) in 2001. The agency focuses on design strategy projects at the intersection of brand, innovation and communication. Over the years, Orange Sparkle Ball has predominantly worked with food and beverage and health organizations and has increasingly taken on socially conscious projects. In early 2015, Meaghan and her colleagues started work on a design apprenticeship program focused solely on design for social impact. This led to the founding of a non-profit, Spark Corps (www.sparkcorps.org), in the spring of 2015. Meaghan has also recently co-founded RollCall (www.experncercollcall.com), a small flex space in the Old Fourth Ward neighborhood in Atlanta. Meaghan has taught at Georgia Institute of Technology and the Centers for Disease Control and Prevention, has been a guest reviewer at Georgia Tech since 2007 and is a frequently invited to sit on innovation and entrepreneurial panels. She splits her time between Atlanta and the Bronx.

**Gillian Koh 14B** is a **Senior Manager** at **The Home Depot**. She is a digital marketer and her team and manages the management for thier Search and Social programs. They utilize data to continuously optimize and improve their programs. Gillian graduated with her MBA from Goizueta Business School with a concentration in Strategy and Marketing. Her previous experience in Marketing & Communications includes Strategy Intern, The Home Depot; Search Account Manager, The Home Depot; and Senior Manager - Paid Media, The Home Depot.

**Cathy M. Leslie**, a native to Georgia, joined **Insight Resource** services in June 2016 as the **Director of Marketing**. She is responsible for the marketing, communication and business development efforts of the firm. In addition to strategic business development efforts, she directs media relations, video channel, branding, advertising and website development. Cathy’s primary focus is to continually increase global thought leadership eminence and brand awareness to help drive business results. An adept researcher, she also keeps abreast of industry trends and challenges and provides business intelligence to the company. She positions Insight Resource Services executive leaders as experts in organizational culture shaping for key conferences, business forums and speaking engagements for senior executives of Fortune 500 and Global 1000 companies. She attended Fort Valley State University, where she graduated with a B.A. in General Business. In her pastime, she is a sports enthusiast, foodie and outdoor activities. Additionally, she dedicates volunteer time to her local community food bank and hunger prevention programs. She was also the Owner of Cathy’s Cleaning Service.

**Danielle McGivney 16B**, **Marketing and Business Consultant**, **Integrity Marketing & Communications**

Experienced marketing communications professional and MBA seeking an exciting new challenge in digital marketing and/or public relations in the Atlanta area. Committed to developing dynamic and engaging strategies and content for consumer facing products and businesses. Expert at optimizing traditional and digital media to maximize growth across verticals. Expertise also includes media relations, product and brand management, internal and external communications, content management, digital media management and content strategy. Her previous experience in Marketing & Communications includes several roles at CNN.
Liza Mulkowsky, APR 99B, has more than 17 years of experience leading communication programs for Turner Broadcasting System, Delta Air Lines, Balfour Beatty, and Genuine Parts Company. She currently serves as the Director, Communications & Change Management for Genuine Parts Company’s U.S. Automotive Parts Group, where she oversees the communication and change management function for NAPA AUTO PARTS’ 60+ distribution centers and 6,000+ company-owned and independently-owned retail stores. Liza earned a bachelor’s of business administration (BBA) in communications and marketing from Emory University’s Goizueta Business School, where she also won the school’s top communications honor, the Excellence in Communications Award. She is a member of Executive Women of Emory, the Organizational Change Alliance, and the Public Relations Society of America. Her previous experience in Marketing & Communications includes Manager, Communications, Strategy and Image - Balfour Beatty; General Manager, International & Alliances Communications and Planning - Delta Air Lines; and Publicist, News Communications - Turner Broadcasting System Latin America.

Jenny Nelson 11C is the Marketing Manager at Cardlytics, an Atlanta-based company that uses purchase intelligence to make all marketing more relevant and measurable. In this role, I create compelling content to grow demand for our solutions, keep the corporate website fresh, and manage our brand presence at industry trade shows. I help bring Cardlytics’ voice to life in our blog, newsletters, white papers, social media, and sales collateral. I am passionate about writing and even more passionate about crafting content that empathizes with our customers, bringing them meaningful value. I have 5 years of professional experience managing marketing and communications in the Digital Advertising and FinTech industries. Prior to joining Cardlytics, I graduated with highest honors from Emory College of Arts & Sciences where I studied English and French literature, tutored at the Emory Writing Center, and served as an editor for Alloy Magazine. I am always interested in catching up with former classmates, meeting passionate and creative individuals, and immersing myself in the Atlanta community. Please feel free to contact me if you would like to connect.

Matthew O’Connor 15C is currently a Conversion Specialist at Nebo Agency, a full service, digital marketing firm in Atlanta, focused on the human element of marketing. As a conversion specialist, Matt works with clients to improve the user experience of their websites in order to drive the maximum number of conversions. Matt draws on his previous experience in design, traffic-driving strategies, and psychology to create coherent and complete conversion related strategies. A large part of the conversion specialist role is hypothesizing, A/B testing, analyzing, and delivering results and implications to clients. These steps help to better understand users of a website at a behavioral and psychological level. His previous experience in Marketing & Communications includes SEO Specialist, Nebo Agency; Teaching Assistant, Goizueta Business School; Digital Marketing SEO Intern, 451 Marketing; and Digital Media and Account Management Intern, Havas Edge.
One agency. 35 years. 100 direct and digital marketing professionals. Since **BKV** opened in 1981, this Atlanta-based agency has become one of the largest privately owned full-service direct and digital shops in the Southeast, leading innovations in creative, media, digital, database and marketing strategy. The bulk of our billings come from our digital efforts, but we’re also savants when it comes to making our clients’ advertising dollars work in traditional channels. I am **DANIELLE RAGSDALE** and am from North Carolina and a graduate of Appalachian State University with a degree in Spanish and minor in Linguistics. After studying abroad in Rhonda, Spain I then moved to Atlanta and started off in corporate recruiting with Adecco Staffing and then moved over to the financial services industry to recruit for Wells Fargo. My passion for recruiting gave me an opportunity to transition into the advertising industry and expand my skills within the digital space. I joined BKV in 2012 as a **SENIOR RECRUITER** and actively participate in AMA, AiMA and college & recruitment events/career fairs.

**BENJAMIN RUDOLPH** is the **PRESIDENT & CEO** of **RELEVANCE ADVISORS**, an interactive advertising agency based in Atlanta which specializes in pay per click (PPC), search engine optimization (SEO), and web analytics. Benjamin spent four years at Comcast, where he managed the search partnership with Google for Comcast Interactive Media. In that capacity he launched the Comcast Toolbar and integrated multiple content sources into search including video, news, and yellow pages. Now he leverages his media and search experience to help clients maximize the value from their websites, both in terms of traffic and revenue. Benjamin is a Google AdWords Certified Professional and a Bing Ads Accredited Professional. Benjamin taught a senior seminar called The Search Marketing Revolution to the undergraduate business students at Emory University. He is Past President and Co-Founder of the SEMPO (Search Engine Marketing Professional Organization) Atlanta Working Group. He is also a member of the Ovarian Cancer Research Fund (OCRF) Junior Board and started the Ovarian Cycle Tampa event. Benjamin is a Cum Laude graduate of Princeton University with a Bachelor of Arts degree in Psychology, and he received his MBA in Marketing from the Goizueta Business School at Emory University. His previous experience in Marketing & Communications includes Affiliate Coordinator, Sales & Marketing, Showtime Networks; Product Planner, Comcast New Media Development; Manager, Business Development & Planning, Comcast High-Speed Internet; Senior Manager, Product Development, Comcast Interactive Media; snf Director of Business Development Search Discovery.

Enterprising marketing professional with experience in a wide range of areas including campaign management, email communications, interactive media, web analytics, social media and direct marketing, **TERRY SARTOR 93B** is an **ELECTRONIC COMMUNICATIONS MANAGER** at **CRAWFORD & COMPANY**. He is a results-driven project manager who has a solid background in executing successful business development programs for bottom-line profitability. Terry is a strong team player, self-directed worker, and innovative problem solver with proven abilities in strategic planning and customer segmentation insights. . His previous experience in Marketing & Communications includes a Product Manager at Delta Air Lines and Electronic Communications Supervisor at UPS.
**Angela Sun 11B** is the **Director of Marketing** at Urjanet. Angela graduated from Emory’s Goizueta Business School in 2011, and joined Cloud Sherpas (acquired by Accenture) shortly after graduation. Most recently, she heads up Demand Generation & Marketing at Urjanet. Urjanet is a technology company based in Atlanta, GA helping to solve the world’s largest problems in energy and utility data management. Her previous experience in Marketing & Communications includes Marketing Operations at Cloud Sherpas (now part of Accenture).

**Paul Tilbian**
At Brandmovers, I am the **Account Director** for loyalty programs, in charge of program development & implementation. I'm also responsible for loyalty program communication, growth and fulfillment. I also help manage promotion and sweepstakes development and execution, including ideation, development and reporting. My current clients include Hasbro (Nerf), Frito-Lay, Mission Foods and Big Red. Previous experience in Marketing & Communications include Co-Host/Co-Creator, Super Cereal Podcast.

**Danielle Willis 12C** is a digital marketing and communications professional with over five years of experience in the field. She earned her Bachelor of Arts degree from Emory University. Through her love and passion for social media, digital marketing, and branding, Danielle has had the opportunity to work with companies ranging from Emory University, Turner Sports PR and HBO to local non-profits and small businesses. She is currently the **Digital Content Specialist** at AmericasMart. Her previous experience in Marketing & Communications includes PR Intern, Turner Sports; Communications & Stewardship Intern, Emory University Central Development; Marketing & Communications Assistant, Emory University Center for Ethics; and Communications Specialist, Emory Center for Science Education.

**Thank You for Coming!**

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