

Careers in Advertising, Marketing & Sales



Agenda: Tuesday, October 28, 2008

4:30 - 5:00 p.m.	Registration & Check in
5:00 - 5:30 p.m.	Welcome & Introduction
5:30 - 6:30 p.m.	Roundtable Networking
6:30 - 7:00 p.m.	Open Networking

Note: Advertising, Marketing & Sales professionals are generally not in a position to make hiring decisions. However, they can provide insight on the proper channels for pursuing employment opportunities in their fields.

Suggested Networking Questions

- What aspects of your work do you find most exciting/engaging?
- What key skills are needed to be successful in your position?
- How did you get your job?
- How long have you been working in your field—did you study it as an undergraduate or a graduate student?
- If you have a graduate degree, what role has that degree played in your career success?
- What qualities does your department/organization seek in an employee?
- What developments or news in your organization will impact the type of work opportunities your organization has available?
- What are some of the specific career opportunities at your organization for a person with my degree/background?
- How do you prefer people to approach your organization about job opportunities?
- Is there someone else you would recommend I speak with about positions at your organization?

Relevant National Average Starting Salaries, courtesy of the Financial Fitness Program

<u>Curriculum/Job Function</u>	<u>Average Salary</u>	<u>Curriculum/Job Function</u>	<u>Average Salary</u>
Bachelor's Degree		Bachelor's Continued	
<i>Business Administration/Management</i>		<i>Marketing</i>	
Brand/Product Management	47,500	Advertising	34,000
Buyer/Merchandising	46,167	Brand/Product Management	45,047
Customer Service	43,127	Buyer/Merchandising	44,938
Market Research	53,371	Customer Service	38,182
Sales	39,984	Distribution	43,125
<i>Advertising</i>		Market Research	47,023
Advertising	28,000	Sales	41,475
Customer Service	32,000	Master's Degree	
Media Planning	33,300	<i>Business</i>	
Market Research	37,500	Marketing Management	51,000
Public Relations	35,000	Market Research	51,000
Sales	35,667		

Communication, Marketing and Sales Job & Internship Fair

Thursday, November 6, 2008, 11:00 a.m. - 3:00 p.m.
Lincoln Park Student Center Room 120

Participating employers include:

AFLAC	Burson-Marsteller	John Hancock	Scranton Gillette Communications
AXA Advisors, LLC	Events.org	Marketing Werks	Target Stores
American Family Insurance	Hertz Local Edition	Options Clearing Corporation	The Gallup Organization
Ameriprise Financial	Imagetec	PolyScience	TravelCLICK

For a full list of employers, available positions, and to register visit <http://depaul.erecruiting.com>

Advertising, Marketing & Sales Professionals

ADVERTISING/MEDIA

MARY KANG

VP, Media Director
Starcom Worldwide
B.S., Marketing, DePaul University



Career History:
Media Planner/Buyer, Grant/Jacoby

Expertise: Media Planning, Management,
Marketing, Project Management

Website: <http://www.starcomworldwide.com/>

BRIAN O'SHEA

Vice President, Strategic Partnerships
Domani Studios
B.S., Political Science, DePaul University

Career History:
National Sales Director, Christal Corp.
Sr. Manager of Business Development, Walt
Disney
Sr. Manager of Strategic Partnerships, Warner
Brothers

Account Supervisor, Duetsch LA
Account Director, Crispin Porter + Bogusky
Account Director, Element79

Website: <http://www.domanistudios.com/>

DIANA WIEDENHEFT

Account Manager
The San Jose Group
B.S., Advertising, University of Illinois,
Urbana-Champaign

Career History:
Bilingual Teacher, Alison Bixby Stone Bilingual
School, Honduras
Manager, Marketing Services, The San Jose
Group
Sr. Account Executive, The San Jose Group

Expertise: Branding, Marketing, Primary
Research, Account Management and On-site/
Off-site Creative Production

Website: <http://www.thesanjosegroup.com/>

MARKETING

JENNIFER BENSTEIN

Marketing Manager, Events
American Marketing Association
B.S., Marketing, DePaul University
M.B.A., Marketing Management, DePaul
University



Career History:
Marketing Coordinator, American Marketing
Association
Account Executive, Employment & Employer
Services
Marketing & Program Coordinator, DePaul
University

Website: <http://www.chicagoama.org/>

CARLOS GARCIA

Senior Field Marketing Manager
U.S. Cellular
B.S., Business Administration-Marketing,
University of Illinois, Urbana-Champaign
M.B.A., Marketing, DePaul University

Career History:
U.S. Cellular: Marketing Strategy & Planning,
Segment Brand Communications Manager,
Channel Brand Specialist,
Consultant/Project Manager, 3G Interactive
Ameritech Cellular Services: Advertising Analyst
- Corporate Brand, Coop Marketing Manager,
Manager of Cash Financial Operations,
Cash Financial Operations Specialist

Expertise: Regional Marketing, Consumer
Segmentation/Strategy, Brand/Advertising/
Marketing Communications, Vendor/Agency
Management, Financial Operations

Website: <http://www.uscellular.com/>

NICOLE MUNSEY

Senior Project Director
Ipsos
B.S., Finance, Marketing, DePaul University



Career History:
Project Director, Ipsos
Research Analyst, Blackstone Group

Expertise: Marketing Research

Website: <http://www.ipsos.com/>

PAUL STRINGER

Executive Vice President
Aspen Latino Marketing Services
B.A., Communications, DePaul University

Career History:
Clear Channel Communications, Account
Director, Hispanic Division
Relay Sponsorship & Event Marketing, Director,
Hispanic Marketing
Experiencia, Founder / CEO

Expertise: Experiential Marketing, Sponsorship
Negotiations and Event Activation, Hispanic
Marketing

Website: <http://www.aspenlatino.com/>

SALES

HAMZA FATEH

Market Manager
Kellogg Company
B.S., Commerce, DePaul University

Career History:
Executive Team Lead Intern, Target
Senior Clientele Specialist, Armani Exchange

Expertise: Sales

Website: <http://www.kelloggs.com/>

LAKEISHA KIRKWOOD

Sales Representative
C.H. Robinson Worldwide
B.S., Marketing, DePaul University

Career History:
Intern, Guest Service Team Leader, Target
Stores

Website: <http://www.chrobinson.com>

ROBERT NIEMCZYK

Account Executive
Humana Inc.
B.S. International Business, Marketing,
Operations
Management, Indiana University
M.B.A., DePaul University

Career History:
Procurement Specialist, MPC Products
Corporation

Expertise: Healthcare Sales

Website: <http://www.humana.com/>

MICHAEL SEEHAUSEN

Account Management Executive
M.B.A. Customer Relationship
Management, DePaul University
B.A., Communications, Purdue University



Career History:
Account Executive, Technisource
Field Marketing Manager, Channel Sales
Manager, Sales Trainer, Canon USA, Inc.

Expertise: New Business Development,
Professional Presentations, Proposal Writing,
Marketing Events, Pricing/Profit Strategy,
Market Analysis, Training

JASON TUNE

Central Area Center Leader
AstraZeneca
B.S., Commerce, DePaul University
M.A., Public Health, Northern IL University

Career History:
Hospital Sales Specialist/Regional Training
Specialist, Parke Davis Pharmaceuticals

Website: <http://www.astrazeneca-us.com/>



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