

Chapter 17 Promotional Concepts and Strategies
Career Chatroom Career Profile

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Q What do you do at work?

A I identify and secure sponsorship opportunities for clients in the event and entertainment space. This includes market research and preparation for client presentations. After the team creates a presentation, we propose our ideas to the client. If the client accepts the proposal, I work with a team to plan the sponsorship or entertainment event, market the product or company, and position the brand in a positive, exciting light. I've collaborated on professional golf tournaments, athletic events, film festivals, and more.

Q What was your first job in marketing?

A This is my first job out of college. A major factor in helping me secure it was my college internships. I held one internship for three separate terms, and it was for the company that hired me. Internships provide you with the experience you need, help you build relationships, and help you decide on a career.

Q What skills are most important to you?

A I am constantly working with people, so interpersonal and networking skills are extremely important. The relationships that you build will be important in the future, no matter how insignificant they seem now. Hard work is a given, but going that extra mile will set you apart. Lastly, find something you are passionate about, and translate your excitement into dedication and perseverance in your job. The most successful people love what they do for a living.

Q What is your key to success?

A I always try to be honest and look at myself with an unbiased eye. I like to be aware of my strengths, and I also like for people to be upfront with me about my weaknesses. I seek out constructive criticism and have open dialogues with my colleagues and superiors about what I'm doing well, and what needs to be done better. No matter what, I always learn from my experiences and build on them for the future.