

**Chapter 28 Marketing Research  
Career Chatroom Career Profile**

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**Q What do you do at work?**

**A** I am the owner of an independent consulting firm that provides associations, nonprofits, and corporations with marketing, communications, and public relations services. Daily activities include developing multifaceted campaigns that utilize direct mail, email, Web sites, advertising, public relations, and social media to disseminate messages to target audiences. I also write message points and sales copy to support each campaign, manage timelines and budgets, work with clients to identify target audiences, work with graphic designers to create print materials (brochures, ads, postcards, et al.), and online information (Web pages, Web site banners), and much more. Current projects include a campaign to sell publications and online resources, a membership recruitment and retention campaign, a campaign to build attendance for an annual meeting, and ongoing media relations to help position an association in the trade press.

**Q What was your first job in marketing?**

**A** I started my career working as an intern at a small public relations agency. After the internship, I was hired by the agency as an assistant account executive and worked on various marketing and public relations projects for their clients.

**Q What skills are most important to you?**

**A** Strategic planning skills are critical. This means having the ability to think through every aspect of a marketing and communication campaign to see how all elements work together. This strategic planning skill also enables you to focus in on the audiences with whom you want to communicate—there is no such thing as the “general public” when it comes to marketing. Every effort should focus on core audiences who will be most receptive to messages that you have tested and prove will work.

**Q What is your key to success?**

**A** Provide sound, research-based advice to your clients that will help drive the decision-making for your campaigns; be creative in your approach and realistic in projecting outcomes. Also, be honest, always, and proofread, proofread, then proofread again!