

Lambda Pi Eta

NATIONAL COMMUNICATION ASSOCIATION

As a student acquiring a degree in Communication, with a concentration in Integrated Marketing, I have set challenging yet clear career goals for myself. I aspire to attain a position in the marketing and PR field, preferably in an agency setting, that will allow room for growth and creativity in my professional life. I expect to walk into my first job well prepared with the tools and skills I need to succeed, but I also expect to walk in with an undeniable passion to always keep learning.

My communication coursework has been the liaison that has allowed me to fully thrive in a professional setting. Throughout my time at John Carroll University, I have been fortunate enough to take a variety of classes that have touched upon various elements in the field, and have all equally contributed to enriching my experience in the Communication field. My coursework has taught me how to properly write well worded press releases, design marketing campaigns, effectively and respectfully problem solve in the workplace and most importantly, instill a fire in my mind to want to continue learning more about the ever changing trends and technologies in the field to ultimately reach my career goals.

During my time at John Carroll University, I have been involved in The Carroll News, Public Relations Student Society of America (PRSSA), and have held steady marketing internships at both Great Lakes Science Center and Hello, LLC. My communication activities at JCU and in the professional setting have taught me the importance of time management, having a sharp eye, a quick mind and aided in solidifying my decision to pursue a career in Communication.

As Henry David Thoreau once said, "This world is but a canvas to our imagination", and I firmly believe that my Communication major will allow me to live out those words in the truest meaning.

Best Regards,

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