



# CAREER DAY 2024

## GENERAL SESSIONS

**ADVERTISING ECOSYSTEM | 9:25 AM - 10:10 AM | 5TH FLOOR**

**PANELISTS:** Dominique Robinson, Kraft Heinz; Scott Hess, Publicis Media; Scott Bryeans, Ampersand; Grady Smith, The Trade Desk

**MODERATOR:** Maureen Glure, Starcom

You see upwards of 10K ads *every day*, but you likely don't have much insight into how those ads come to life and who makes what happen. Our experts will help you understand different roles and functions within the advertising ecosystem. Don't miss this opportunity to gain knowledge and meet professionals to power up your career prospects.

**HOW TO STAND OUT IN THE HIRING PROCESS | 1:00 PM - 2:00 PM | 5TH FLOOR**

**PANELISTS:** Jaclyn Hogan, Publicis Media; Lauren Branstetter, Leo Burnett; Bushra Amiwala, Google; Jeannette Habash, Ampersand

**MODERATOR:** Sheila R. Brown, AICP

Stuck in the never-ending cycle of interviews and job applications? Learn tips and secrets that optimize your resume, identify questions to expect, and how to understand which successes you should highlight to make recruiters take notice. We'll equip you to tell YOUR story and feel more prepared than ever before going into an interview.

**CAREER RESOURCE CENTER | 10:00 AM - 4:00 PM | 3RD FLOOR LOUNGE**

Want an experienced set of eyes on your resume? Not sure what to put in the "about" section on your LinkedIn? Ready to strike a pose for your new headshot? Just have a random career question in general? We'll have the experts you need to position you for your dream job. Come and go as you please throughout the day!

# CAREER DAY 2024

## BREAKOUT SESSION 1

10:20 AM - 11:05 AM

### BEHIND THE SCREENS: A ROADMAP FOR DIGITAL ADVERTISING ROLES | ROOM 329

**PANELISTS:** Nicole Cooper, Roku; Ken VanEvery, NBCUniversal; Kathleen Bokar, The Kitchen (Kraft Heinz); Desmon Walker, Narratent

**MODERATOR:** Mark Rowland, Morningstar

Jump into a \$526B industry! 9 in 10 young professionals rely on digital platforms daily. Meet ad pros from companies like Meta, Yahoo!, Accenture, and more for insider tips on scoring gigs at top companies in this fast-growing space. Whether you're just starting out or already a pro, unlock key insights that will equip you to thrive at the intersection of data, tech and creative. Don't miss this glimpse into emerging roles.

### A CONVO WITH CREATIVES | ROOM 357

**PANELISTS:** Cristina Vera, Vera Creative; Joshua Gross, NBCUniversal; Allen Shelton, Narratent

**MODERATOR:** David Jones, Third Street

Engage in candid conversations with experienced creatives who have successfully navigated the advertising industry. Discover the stories behind iconic campaigns, the challenges they've overcome, and the strategies they use including emerging technologies to transform ideas into impactful visuals and messages.

### WHAT'S NEXT? A GUIDE FOR KICKING OFF YOUR CAREER | ROOM 244

**PANELISTS:** Tyler Knorowski, Havas; Sam Garcia, TikTok; Katherine Bowens, Paramount

**MODERATOR:** Leslie Wheeler, Screenvision

Learn from industry veterans how they broke into advertising and built successful careers. Gain insider tips on identifying the right roles, wowing hiring managers, and avoiding rookie mistakes. Walk away with proven job search strategies, advice on long-term advancement, and career red flag warnings. Whether starting out or transitioning roles, this panel provides actionable guidance to help you thrive in your career.

### AUGMENTED, STREAMED, AND INFLUENCED: THE NEXT ERA OF ADVERTISING | ROOM 314

**PANELISTS:** Juie Shah, DDB; Jessica Stacy, Influential; Rusyl Ortilano, Snap, Inc

**MODERATOR:** Mark Wagman, MediaLink

This panel peeks into the future at AI, influencers, streaming TV, and the next big opportunities in this explosively growing industry. Whether you're exploring roles in ad sales, production, analytics, or innovation, gain insider intel to stay ahead of relentless change and pursue the exciting careers of tomorrow.

# CAREER DAY 2024

## BREAKOUT SESSION 2

11:15 AM - 12:00 PM

### BEHIND THE SCREENS: A ROADMAP FOR DIGITAL ADVERTISING ROLES | ROOM 329

**PANELISTS:** Alex McCann, Spark Foundry; Carla Morgan, Yahoo Advertising; Cody Siemiatkowski, Ampersand

**MODERATOR:** Josh Ehart, Accenture Song

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### A CONVO WITH CREATIVES | ROOM 357

**PANELISTS:** Milo Vera, Vera Creative; Kevin Beausinger, Celtic Chicago; Annie Sandford, Leo Burnett

**MODERATOR:** Richard Roche, Sound Board Consulting

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### WHAT'S NEXT? A GUIDE FOR KICKING OFF YOUR CAREER | ROOM 244

**PANELISTS:** Craig Lewandowski, Utopic; Oscar Grajeda, NBCUniversal; Inga Sheehan, AMC; Bri'an Fields, Havas

**MODERATOR:** Kerry Mysliwicz, iHeartMedia

Learn from industry veterans how they broke into advertising and built successful careers. Gain insider tips on identifying the right roles, wowing hiring managers, and avoiding rookie mistakes. Walk away with proven job search strategies, advice on long-term advancement, and career red flag warnings. Whether starting out or transitioning roles, this panel provides actionable guidance to help you thrive in your career.

### AUGMENTED, STREAMED, AND INFLUENCED: THE NEXT ERA OF ADVERTISING | ROOM 314

**PANELISTS:** Lizette Williams, Meta; Mark Fleisch, Yahoo; Katelyn Kroeman, Snap, Inc

**MODERATOR:** Edna Uribe, Chicago Ad Fed

This panel peeks into the future at AI, influencers, streaming TV, and the next big opportunities in this explosively growing industry. Whether you're exploring roles in ad sales, production, analytics, or innovation, gain insider intel to stay ahead of relentless change and pursue the exciting careers of tomorrow.