



CAREER DAY 2025

AGENDA

WHEN
WHERE

Friday, February 7th, 2025
Columbia College Chicago Student Center
754 S Wabash Ave Chicago, IL 60605

8:00 a.m.	Check-In - Lobby Entrance
8:00 a.m.	Breakfast - 5th Floor
8:30 a.m.	Welcome - 5th Floor Event Space
8:45 a.m.	Keynote Address by Scott Hess, CMO, Publicis Media – 5th Floor Event Space
9:35 a.m.	General Session #1: The Advertising Ecosystem
10:00 a.m.	Resume Revamp and Headshot Station (available until 2:00 p.m.) – 3rd Floor Lounge
10:30 a.m.	Breakout Session #1 (See descriptions and locations below)
11:25 a.m.	Breakout Session #2 (See descriptions and locations below)
12:10 p.m.	Lunch - 5th Floor Event Space
12:30 p.m.	Lunchtime Panel - 5th Floor Event Space
1:10 p.m.	General Session #2: Ask the Hiring Experts- 5th Floor Event Space
2:00 p.m.	Career Fair Expo - 5th Floor Exhibition Hall
4:00 p.m.	Event End

MEALS: Pastries, fruit, coffee, and water will be provided for breakfast and sandwiches are provided for lunch. We will have a mix of vegan, vegetarian, and meat options available.

RESUME SUBMISSIONS: Please [upload your resume here](#). All resumes will be shared with Career Day sponsors after the event.

RESUME COPIES: You're welcome to bring hard copies of your updated resume. Distribute them to potential employers and recruiters during the career fair and get feedback during our resume review sessions.

DRESS CODE: Business casual attire is recommended. Dress professionally to make a positive impression on potential employers.

ASK QUESTIONS: Don't hesitate to ask questions during panel discussions. All will make time to solicit attendee questions.

WHAT TO BRING: Photo ID, notebook and pen, and a water bottle to stay hydrated throughout the day. Lockers are available on each floor for no cost - [locker instructions available here](#).

HAVE AN OPEN MIND: Be open to new ideas, perspectives, and opportunities. Career Day is a chance to explore various paths within the advertising industry and discover where your interests and skills align.

ENJOY THE DAY: Lastly, enjoy the experience! Career Day is a valuable opportunity to network, learn, and grow professionally. Make the most out of every moment and leave a lasting impression.



CAREER DAY 2025

GENERAL SESSIONS

SCOTT HESS KEYNOTE - CONFESSIONS OF AN ACCIDENTAL AD EXEC 8:45 AM | 5TH FLOOR

In his CAF Career Day keynote, "Confessions of an Accidental Ad Exec," **Scott Hess**, CMO of Publicis Media, shares an honest message about embracing uncertainty and imperfection in one's career journey. Through personal career anecdotes - from frozen yogurt shop manager to advertising executive - he illustrates how success comes not from having everything figured out, but from perseverance through failure and staying true to oneself. He emphasizes prioritizing mental health, finding the right boss, and maintaining authenticity while pursuing genuine fulfillment rather than just professional advancement.

THE ADVERTISING ECOSYSTEM: HOW A CAMPAIGN COMES TO LIFE 9:35 AM - 10:20 AM | 5TH FLOOR

MODERATOR: Maureen Glure (Wavemaker US)

PANELISTS: Heather Draney (DirectTV), Maria Zavala (McDonald's), Jason Alexander (Publicis)

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.

LUNCHTIME PANEL - ADVERTISING UNPACKED: FIRST YEARS IN CHICAGO 12:30 PM - 1:00 PM | 5TH FLOOR

MODERATOR: Matt Krampen (Seedtag)

PANELISTS: Daikira Brown (Starcom), Lauren Guity (Microsoft), Ryan Lanser (Paramount), Jay Towns (FCB Chicago), Marissa Acton (Epsilon)

Join our GenNext committee members as they share their various experiences from their professional careers so far. Hear from those in roles such as sales, research, agency, creative, and more to learn about the wide range of job opportunities in the industry, and learn how our panelists got their start.

ASK THE HIRING EXPERTS: HOW TO STAND OUT IN THE HIRING PROCESS 1:10 PM - 1:55 PM | 5TH FLOOR

MODERATOR: Jeff Katz (Roku)

PANELISTS: Michael Adams (Amazon), Cas Ngiramowai (Lasalle Network), Dani Douglas (Basis Technologies), Lisa Collings (Mindshare)

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.

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BREAKOUT SESSION 1

10:30 AM - 11:15 AM

BEHIND THE BRANDS | BOARD ROOM (ROOM 244)

MODERATOR: Katie Nikolaus (Kimberly-Clark)

PANELISTS: Luke Crawford (McDonald's), Joyce Zhai (United Airlines), Mercedes Ritchey (Discover)

Hear from some of the most iconic Chicago-based brands. Learn what the client side of the business looks like, how they got there, and what these companies are thinking about as they enter the next phase of building their consumer base, brand loyalty, and affinity.

STRATEGIES TO START YOUR CAREER OFF STRONG | ROOM 314

MODERATOR: Matty May (Paramount)

PANELISTS: Desmon Walker (Narratent), Taylor Tyler (Spark Foundry), Matthew Bogusz (Starcom)

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.

WHAT'S NEXT IN ADVERTISING? | ROOM 329

MODERATOR: Zora Senat (Verisk Communications)

PANELISTS: Sara Traficanto (Netflix), Matt Cleary (TikTok), Shannon Slepak-Cherney (Ampersand)

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.

WE ARE CREATIVE AF – A CONVERSATION WITH CREATIVES | 5TH FLOOR

MODERATOR: Cristina Vera (Vera Creative)

PANELISTS: David Jones (Third Street), Annie Sandford (Leo Burnett), Calvin Hill (Flower Communications)

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.

THE ART OF PROGRAMMATIC ADVERTISING | ROOM 357

MODERATOR: Nick Cheetany (Causal IQ)

PANELISTS: Erin Carson (Yahoo DSP), Oscar Grajeda (NBCU), Joe Kowan (Publicis Media)

This panel discussion will explore how data, technology, and creativity intersect to revolutionize modern advertising. We'll be demystifying the fundamentals of programmatic advertising, showing how it delivers the right message, to the right audience, at the right time, as well as highlight the strategies, tools, and innovation shaping the future of advertising.

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BREAKOUT SESSION 2

11:25 AM - 12:10 PM

BEHIND THE BRANDS | BOARD ROOM (ROOM 244)

MODERATOR: Emily Doskow (Emily Doskow Consulting, LLC)

PANELISTS: Luke Crawford (McDonald's), Joyce Zhai (United Airlines), Nimisha Jain (Mischief)

Hear from some of the most iconic Chicago-based brands. Learn what the client side of the business looks like, how they got there, and what these companies are thinking about as they enter the next phase of building their consumer base, brand loyalty, and affinity.

STRATEGIES TO START YOUR CAREER OFF STRONG | ROOM 314

MODERATOR: Ann Poulouse (Epsilon)

PANELISTS: Alex McCann (Spark Foundry), Desmon Walker (Narratent), David Kohler (A&E Networks)

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.

WHAT'S NEXT IN ADVERTISING? | ROOM 329

MODERATOR: Kerry Mysliwicz (iHeart Media)

PANELISTS: Marcus Bush (Netflix), Matt Cleary (TikTok), Hilary Gruber (Google)

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.

WE ARE CREATIVE AF – A CONVERSATION WITH CREATIVES | 5TH FLOOR

MODERATOR: Bryan Lee (Amazon)

PANELISTS: Jono Goorvich (Novartis), Cristina Vera (Vera Creative), Stu Cohn (Stu's Garage)

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.

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