

THE CENTER FOR HISPANIC MARKETING COMMUNICATION



the CENTER FOR HISPANIC
MARKETING COMMUNICATION

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C

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H

Hispanicize Conference

By: Maria Puente



Jenny Lorenzo, Cuban Abuela

Hispanicize 2018 was jam packed with three full days of activities, music, interviews, and panels. Five students from The Center for Hispanic Marketing Communication attended the conference in Miami, Florida from April 17th to April 19th.

On the first day, April 17th, the main event was the *Latinovator* Award that recognizes Latino celebrities, business professionals, and other high achievers who are remarkable or inspirational. Ana Jurka, who is the co-host of Telemundo's late night sports show *Titulares y Más* and the female face of the FIFA World Cup presented the award to LeJuan James (born Juan Antiles). LeJuan James is deserving of this award because he has shared Latino culture one laugh at a time through the comedic display of what it is like to grow up with a powerful (and sometimes scary) Latina mom. He was also recognized for his social media efforts to help Puerto Rico after the tragedy of hurricane Maria. LeJuan James stated "...us as Hispanics should tap into this digital era and make the most out of it and try to impact the community." After being presented the *Latinovator* Award, he was interviewed and expressed that while most people think the next step for him is Hollywood, they could not be further from reality and his current business venture is writing a book.

Following the presentation of the *Latinovator* Award, there were many workshops and panels. Our students from The Center attended a panel titled *Marketing Pros Offer Sage Advice You'll NEVER Hear in the Classroom* where a discussion was led by Bill Gato, CEO and partner at Hispanicize Wire. Among the panelists were Rosanna Fiske (VP of Corporate Communications at Wells Fargo), Annette Gonzalez-Malkin (SVP at Hunter Public Relations), and Carlos Correcha-Price (General Manager and Latin America Public Affairs Lead at Edelman). Their tips to students include: to provide value in meetings, build relationships and trust with clients, and to think of your opportunities as a learning experience because in marketing there is something new to learn everyday. In terms of what they look for in new hires, they seek individuals with creativity in addressing situations. In regard to the resumes of interviewees, it is crucial that it be error free, the information matches what is on LinkedIn, and to follow up after the interview. The panelists also discussed the importance of having a mentor and when seeking a mentor to be very specific when approaching the individual, but most importantly to remember that it is the mentee's responsibility to drive the relationship.

Toward the end of the first day at Hispanicize, a panel titled *LMAO: Staying in Character* hosted the influencers behind the famous and comical characters they have created. The panel was moderated by Erika De La Vega (TV host, comedian, and actress) and among the panelists were Jenny Lorenzo (The Cuban Abuela), Eddie G (Tiburcio), Oscar Marten (Watt Sopa), and Julian Valentino (La Chona). The panelists gave advice on how to create and develop characters. Jenny, Oscar, and Julian all take inspiration from their own lives and highlight how important the mother and woman figure is to Latinos. Jenny specifically models the Cuban Abuela after her own grandmother who has passed away, but keeps her memory alive through this character. The panelists also discussed how their fans play an important role in the development of their characters and how they grow with their audience.



Hispanicize Conference

(Continued)

The first day was filled with various activities including a photo booth, fortune telling, giveaways, a mariachi band, and a musical performance by La Dama.

On the second day of Hispanicize, April 18th, the highlight for individuals of all ages was seeing Don Francisco in person. Many of us, if not indirectly in the background have watched the renowned Don Francisco on Sábado Gigante. He suffers from type 2 diabetes and was a part of a panel discussing the facts to better understand the illness. Afterwards, Chyno Miranda (from the musical duo previously known as Chino & Nacho) was interviewed about his future music plans. He is releasing his first trap song that is dedicated to ladies. The song is about the beauty that is within and he conveys it with the lyric “A ti no te hace falta trucos de belleza.” The direction his career is taking is geared towards music that can transcend across all ages and be family friendly. His album will be released in May and describes it as dance, happiness, and positivity featuring artists such as J Balvin and Wisin. Chyno Miranda was only one of the big named artist in attendance. LaMusica Lounge also hosted Fonseca and Olga Tañón. Aside from the musical aspect of the second day, Hispanicize hosted a career fair for students searching careers in advertising, marketing, public relations, and more. Just a few of the companies at the career fair include Edelman, NPR, and HP.

On the third and final day of Hispanicize, April 19th, our students from The Center attended two panels hosted by NBC. The first was titled *A Conversation on Race, Identity and How They Are Viewed in the News* with speakers Jose Diaz-Balart (Anchor, NBC News) and Mariana Atencio (Correspondent, NBC News). Both of them state they are grateful they have the opportunity to represent Latinos in this business because it gives others hope for their professional future. In the second NBC panel titled *Influencing the Influencers* the panelists included Mariana Atencio, Natalia Jimenez (Senior Photo Editor, NBC News), Sandra Lilley (Managing Editor, NBC Latino), Jairo Lozano (Video Journalist/Reporter, Telemundo), Jesse Rodriguez (Director of Booking, MSNBC), and Gadi Schwartz (NBC News Correspondent & Co-host of Snapchat's Stay Tuned). It was interesting to get the insider's perspective of how they are capturing millennials through Snapchat. It is no secret that millennials are not necessarily watching the news and providing them with short clips of updates that drives traffic to their website for more information is key. Gadi Schwartz also has the opportunity to be more casual when delivering the news because he states that “consuming news on social media and on smartphones is a really personal experience,” and thus he is able to match his tone for the platform and the content. Another example of how the delivery of news is changing, Jairo Lozano stated that he solely films on his iPhone. He has been camera free for two years and he believes people are less intimidated and more open with this approach.

We thank Manny Ruiz (Chairman/Founder, Hispanicize Media Group) for inviting our students to attend. Our students walked out with different scopes of knowledge and the three day event was a great success and experience.

K

Korzenny Competition

By: Juliannah Muyiwa



Nicole Mendez



Kengel Maysonet



Gabrielle Hershkowitz

The Center for Hispanic Marketing Communication Announce *The Legacy Marketing Campaign*

The Legacy Marketing Campaign, sponsored by State Farm and Emerson, was a competition opened to the campus of Florida State University. Undergraduate students in Dr. Sindy Chapa's Hispanic Marketing course individually developed digital marketing communication campaign plans for The Center for Hispanic Marketing Communication. All finalists presented and pitched their campaigns on Wednesday April 11th, 2018. Nicole Mendez placed first, Kengel Maysonet placed second, and Gabrielle Hershkowitz placed third as the top three winners for the competition.

In an effort to support the ongoing educational and outreach efforts of the Center for Hispanic Marketing Communication at Florida State University, the Legacy Campaign aimed to develop tools and strategies for fundraising from supporters such as individuals, corporations, and previous and current students for the establishment of an endowment. The endowment is named after Dr. Felipe Korzenny, founder of The Center.

Following the announcement of the winners, Dr. Chapa shared, "I was impressed with the quality of work from each student. I am very proud of them. Their enthusiasm throughout their presentations displayed the time and effort they put into creating the campaigns."

Each student's campaign comprised a six-month digital marketing plan to be utilized across multiple social media platforms, as well as personalized incentives to thank supporters of The Center while making them feel apart of the family. First place winners received a prize of \$500, second place received \$300, and third place received \$200.

The Center for Hispanic Marketing Communication was founded in 2004 and is the first of its kind within the United States devoted to educating students and professionals in the field of U.S. Hispanic marketing and advertising. The Center is a part of the Florida State University School of Communication where students can apply for the Multicultural Marketing certificate.

C

Conferences

By: Jennifer Gordillo

While March is recognized nationwide as a notable month for collegiate basketball, graduate students in the College of Communication and Information saw this March as the month of academic conferences.

On March 8th, the University of Alabama hosted the 43rd Annual Southeast Colloquium of the Association for Education in Journalism and Mass Communication. There, Nivia Escobar Salazar, a graduate student in the Integrated Marketing Communication program, presented her research on the impact of ethnic identification and collectivism in ethnic-specific advertising. The two-day event was preceded by a research symposium on the discussion of diversity in communication.

That same weekend, Doctoral student Sean Sawicki presented his research at the National Conference of the American Association of Hispanics in Higher Education in Irvine, California. Sawicki's research focused on understanding culture in Hispanic marketing and media consumption in the US, and the effects of inter-generational shift of values on Hispanic consumers.

The following week was the annual meeting of the Association of Marketing Theory and Practice held in Ponte Vedra, Florida. The topics of the papers presented by Florida State students at the conference ranged from cross-cultural marketing and consumer behavior to social media studies and market research. Olivia Bravo, a Doctoral student in the College of Communication and Information presented a paper on the role of ethnocentrism and xenocentrism on Jamaicans' product evaluations and purchase intention. Bravo also chaired a session on marketing management, where she listened to another group's presentation on the ethics of marketing in the cigarette industry.



Olivia Bravo



Samantha Sumler

Vaibhav Diwanji, also a Doctoral student in the College of Communication and Information, presented his research on consumer influence of brand related advertising versus peer recommendation at the AMTP conference. Diwanji focused his research on the effects of user generated vlogs in comparison to brand generated advertising on consumer trust and purchase intention. The busy month was concluded by the annual conference of the American Academy of Advertising, held in New York City. At the conference, Dr. Sindy Chapa presented research in collaboration with Samantha Sumler on LGBTQ+ video game consumers and the role of images on brand remembrance. Their goal was to assess how presentation of brands through the use of LGBTQ+ images affects the attitudes of video game consumers of different genders and sexualities.



Vaibhav Diwanji



Sean Sawicki

A

Advisory Board Meeting

By: Maria Puente



The Center for Hispanic Marketing Communication's advisory board under the College of Communication and Information at Florida State University hosts their annual visit to our campus on February 8th and 9th, 2018. Their visit served a multi-faceted purpose, including a marketing panel, attending a basketball game with students, and business meeting with faculty, staff, and new members of the advisory board.

On Thursday, four members of the advisory board participated in a marketing panel on the topic of "How to successfully navigate the Hispanic marketing industry" at The Center for Global Engagement. The panelist included, Leif Roll from State Farm, Eduardo Perez from PM3, Mark Ignacio Lopez, and Rafael Jaramillo from Emerson. The panel was open to the public and in attendance were Florida State University students and faculty, as well as students from the neighboring university, Florida A&M University. Students had the opportunity to ask the panelist questions about the marketing and advertising industry, their experiences, and current trends. Students in Dr. Sindy Chapa's multicultural marketing class presented their upcoming research topics and received feedback from the panelists.

Following the panel, the advisory board along with mentees, and FSU faculty and staff attended Florida State women's basketball game against the Virginia Cavaliers at the President's box in the Donald L. Tucker Civic Center. Mentees were invited to attend as a networking opportunity with their mentor and the other members of the advisory board.

On Friday, the advisory board along with Florida State faculty and staff met at The College of Communication and Information for their bi-annual meeting to discuss the progress of The Center for Hispanic Marketing Communication and future plans to ensure its growth. One of their main goals this year is to reach one million dollars for the Korzenny Endowment to maintain the ongoing research and academic programs of The Center for years to come. Later that day, the advisory board met with The Center's student volunteers and interns, LAC recipients, Dr. Chapa's research students, and students from the mentorship program. Members of the advisory board had the opportunity to present the Latin American and Caribbean Scholarship recipients their awards and presented students in the mentorship and certificate program graduating this semester their stoles. The afternoon was closed out with a networking lunch.

A

Advisory Board Profile

By: Alessandra Noli

Juan José Nuñez is an Economist with a master's degree in Financial Markets. He worked in that industry for quite some time until in the year 2000 when he discovered the wonderful world of the Internet and he has been working in this exciting industry since then. He was born in Madrid, Spain, and arrived in Miami in 2002 to manage one of the largest Internet portals in the Hispanic and Latin American markets, starMedia.com. He worked there for 8 years and, as COO, he opened offices in Miami, New York, Los Angeles, Mexico, Colombia, Argentina, and Chile. In February of 2010 he left starMedia to fulfill a dream he had been pursuing for years: to create his own company and this is how Vertical3 Media was born.

Mr. Nuñez joined the Advisory Board in 2011 because one of the current members of the Board told him about it and believed that his profile was very suitable to what they were looking for. After an excellent conversation with Dr. Felipe Korzenny he got involved in this project, which he states he finds to be so wonderful and beneficial for our young people. He was motivated to join the board to contribute his personal and professional experience to a prestigious university such as FSU and help train young people in the Hispanic Market, and so the market continues to have an institution that helps in its development and growth.

He believes the advisory board is important due to the excellent experiences that arise when the academia and professional worlds come together. These distinct environments should bridge the gap so that academia may have a closer vision of the business world and that professionals do the same with the academic world.

In inquiring what a typical day in his life looks like he states,

"I wake up early to have breakfast with my family and I take my two oldest daughters to school every day. As a father and businessman this is a privilege I have and I greatly value these moments with my daughters in the car on the drive to school. I arrive at the office around 8.30am and start my day filled with meetings, calls, last minute urgencies from the clients, and supervise the team in Miami, Bogota, and Barcelona. I try to take a few minutes a week to think "outside the box," beyond the day to day issues of the office, on things such as strategy, positioning, etc. of the company. Yet, I must admit that I should have more time to think long term, since the day to day is very intense, especially in a small company such as Vertical3 Media, since we are in full expansion and growth. I usually leave the office between 7pm and 8pm to get home and be able to be with my wife and my daughters and listen to all of their "adventures" of the day. Several days a week I keep working late at night, so I don't usually sleep much. That is another thing that I should change!"



Mr. Nuñez's incorporates other projects outside of work and the advisory board to help the community such as Miami Rescue Mission and St. Jude Research Hospital. He is also involved in political issues with the Partido Popular of Spain, which is currently governing Spain, of which he is its President in the USA. He states these activities are very important to him because "I try to give back to the community in one way or another and it enriches my spirit and soul knowing that I can help people who are in difficult situations, which is the case of organizations such as Miami Rescue Mission or St. Jude."

Mr. Nuñez will serve as the new chair of the advisory board starting in the Fall. He is very excited and apart from continuing with the strategy they have been implementing in recent years, one of the main efforts he believes they have to focus on is to give it a greater impulse from the point of view of branding and public relations, so that students, academia, and industry professionals know more about the existence of The Center and the excellent work it does in training students, among other subjects. It is very important to highlight the high level of involvement of all his colleagues in the Council in trying to make The Center larger, more efficient and better known.

We asked Mr. Nuñez for advice for students who are about to graduate and enter the workforce, and this is what he had to say:

"I would tell them that even if they have an excellent formation (which they do!), the professional world is a jungle and they have to learn how to properly navigate that environment. I would advise them to be humble, to know how to listen, to use common sense and have the ability to analyze and ask many questions about how and why you work in a certain way, looking for alternatives to improve the work processes in companies. They must be social and have others regard them as people and professionals who can be trusted and can be relied upon. They must pursue a high degree of quality in each project, proposal and even each email that leaves their inbox. Many times, we don't realize the importance of the small details, but there are times when those little details are far more important than we think. Have the mentality that if someone else has done something and did it well, you can do it equally well or even better. I will finish with one of my favorite phrases: GO FOR IT!!"

N

New Board Members

By: Maria Puente

The Center for Hispanic Marketing Communication at Florida State University named Rafael Jaramillo from Emerson, Beth F. Tracy from IBM, and Isaac Muñoz from Southwest Airlines to the organization's Advisory Board. The Center, which is part of the Florida State University College of Communication and Information, is dedicated to educating students and professionals in the field of U.S. Hispanic marketing and advertising.

Rafael Jaramillo earned his master's degree in electric engineering from Oklahoma State university and he is the President of Emerson's Commercial & Residential Solutions business in Latin America, based in Sunrise, Florida. In this role, he provides overall strategic leadership for sales growth, operational excellence, and financial control. Rafael is a leader who knows how to leverage his strategic agility, business acumen to achieve desired business results. He is experienced in leading initiatives in North America, Latin America, Europe and Asia.

"Emerson has been a long standing member to this Advisory Board and to me it is a privilege to continue along with other members to help enrich the students' opportunities to learn and benchmark" said Mr. Jaramillo.

Rafael also contributes by dedicating time in Boards of Non for Profit organizations, such as Junior Achievement (Chihuahua and Houston) and Mexican Medical Mission (Hospital in the state of Chihuahua Mexico).

Beth F. Tracy serves as IBM Corporate Citizenship Territory Manager for Alabama, Florida, Indiana, Iowa, Kansas, Mississippi, Missouri, Oklahoma, Puerto Rico and the U.S. Virgin Islands. She actively facilitates IBM's commitment to demonstrate its principle goal of being a great community partner by improving the society in which it functions. She supports local, state and national community endeavors and provides extensive internal and external education and awareness of these initiatives, with intensified focus on three pillars to include education & skills, health and community resiliency. She continually strives to effectively build relationships and create solutions that leverage IBM resources, attract appropriate media attention and bring about desired and meaningful results. Throughout her territory, Beth integrates IBM business and innovative interests with global social and public policy issues, while being responsible to local and national needs, developing strong, quality relationships with key decision makers in their communities, existing IBM clients, elected and appointed government officials and to seed future

IBM clients. Prior to nearly 18 years at IBM, Beth worked for the Texas Association for the Gifted and Talented; Universal Studios Florida marketing, sales, and promotions; Harcourt Brace Jovanovich, Inc. publishing company and Merrill Lynch.

"I am thrilled to be part of this dynamic board and look forward to personally and professionally engaging the experiences and expertise of IBM to help advance the mission of The Center," Ms. Tracy said.

Isaac Muñoz, who holds a PhD from the University of Texas in Austin, is a Senior Business Consultant of Customer Intelligence at Southwest Airlines, where he supports Brand Management, Advertising, Marketing Strategy, Cross Channel Planning and Delivery, Community Outreach, International Expansion and Diversity & Inclusion. Isaac's research has been published in multiple industry journals, books, and most recently a case study in the 3rd edition of Dr. Felipe Korzenny and Dr. Sindy Chapa's book: Hispanic Marketing: A Cultural Perspective titled "Southwest Airlines Lands in Puerto Rico."

"I have admired the work of The Center for many years and now it is an honor to help bring my experience and the support of Southwest Airlines to create more opportunities for students, faculty, and other professionals who share our passion and commitment to the U.S. Hispanic and the multicultural market," said Dr. Muñoz.

IBM, Southwest Airlines, State Farm, Coca-Cola, Wells Fargo and Emerson are among several corporations whose executives sit on The Center's Advisory Board. "We are privileged to have Beth, Isaac, and Rafael join our Advisory Board", said Dr. Sindy Chapa, Director for The Center for Hispanic Marketing Communication and Professor of Multicultural Marketing at the University. "Rafael, Beth, and Isaac, along with our other prestigious board members will provide counsel to our faculty, mentor our students, and increase awareness of The Center's mission to be the preeminent academic program focusing on training and developing professionals committed to Hispanic and cultural marketing."



Rafael Jaramillo



Beth Tracy



Isaac Muñoz

H

Hispanified Day

By: Jennifer Gordillo



Tallahassee — The Center for Hispanic Marketing Communication hosted students from Leon and Gadsden counties for Hispanified Day on Oct. 24. Partnered with the Cinehassee Hispanic Film Festival, the event featured a viewing of the film *The Book of Life* (2014) produced by Guillermo del Toro.

The event was a collaborative effort by the Panhandle Area Educational Consortium, the Hispanic Graduate Student Association, and Leon and Gadsden County Schools, and marked the conclusion of Hispanic Heritage Month. Students that attended Hispanified Day spent the day on campus and got to experience the multicultural aspects of Florida State first-hand, as well as exploring the post-secondary opportunities available for them at Florida State.

"Many students of the high school and middle school age aren't thinking about college yet, so celebrating diversity and multiculturalism is important if we want students to feel encouraged to pursue degrees after high school," Maria Puente, Assistant to the Director of The Center for Hispanic Marketing Communication said. "Having the students engage in an event that acknowledges and promotes Hispanidad makes all the difference in cultivating that appreciation and having it carry on to their pursuits after school as well."

Following the tour and film, the students were invited to a luncheon held in the University ballrooms where they had the chance to network and interact with FSU students, faculty, and staff. Student athletes from the Florida State Men's Basketball team stopped by and spoke with the students during the luncheon, signing posters and taking pictures with them throughout the day. Members of on-campus student groups also tabled the event and spoke with the students about their organizations and the different kinds of involvement opportunities on campus.

"So many of the students that we talked to were native Spanish speakers; I was able to tell them about the different kinds of majors and programs we have, and it was interesting to offer them help in figuring it all out," Betsy Crawford, Development Coordinator for the College of Communication and Information said. "Hispanified Day gave them an opportunity not only to see what campus was like, but also the chance to visualize themselves here and learn in palatable ways how to get there."

O

Oportunidades

By: Alessandra Noli

El Centro ofrece oportunidades de financiamiento a estudiantes internacionales

Tallahassee, Fla. — El Centro, en conjunto con la Universidad Estatal de Florida, presentemente ofrece varias oportunidades de financiamiento académico para estudiantes provenientes de Latinoamérica y el Caribe.

Estudiantes tanto de pregrado como de postgrado pueden aplicar a las siguientes becas y subsidios:

- Beca Latinoamérica-Caribe: disponible para estudiantes provenientes de países Latinoamericanos o del Caribe (incluye Puerto Rico y las Islas Vírgenes) y otorga \$1,000 por año académico, clasificando al estudiante como residente del estado de Florida para propósito de la matrícula.
- Beca del Consejo Directivo: disponible para estudiantes activamente involucrados en el Centro que demuestren mérito académico y necesidad financiera, y otorga entre \$500-\$2,000.
- Beca Memorial Pablo J. López: disponible para estudiantes que demuestren necesidad financiera, interés en comunicación y mercadeo multicultural y un promedio mínimo de 3.0. Requiere de un portafolio de hasta ocho páginas.
- Beca Emerson Climate Technologies: disponible para estudiantes de pregrado o postgrado que demuestren necesidad financiera, un promedio mínimo de 3.0, y que estén inscritos en el programa de certificado en Mercadeo Hispano/Multicultural.

La mayoría de estas oportunidades de subsidio se encuentran disponibles tanto para estudiantes actuales como para nuevos estudiantes de la Universidad Estatal de Florida.

Sobre el Centro de Comunicación y Mercadeo Hispano: El Centro, que forma parte de la Universidad Estatal de Florida, es el primero de su tipo en E.U. Los miembros de la facultad y los estudiantes que operan el Centro llevan a cabo innovadoras investigaciones, sirviendo como un recurso para la industria de mercadeo Hispano y multicultural y equipando a los estudiantes con novedoso conocimiento.

A

Alumni

Interview

By: Allyson Corlett



The Center for Hispanic Marketing Communication had the honor of interviewing one of its alumni, Karen Garza, this past month. Karen is originally from South Texas and graduated from Texas State University with a bachelor of arts in Public Relations and a minor in Pop Culture. She came to FSU to earn a master's degree in Integrated Marketing Communication with an emphasis in Hispanic Marketing.

Karen discovered the certificate for multicultural marketing through Dr. Chapa in her undergraduate days in Texas. Karen grew up in a predominantly Hispanic area and knew she wanted to incorporate the culture into her career. In Texas, she had also done some Hispanic communications work as an intern at The Center for the Study of Latino Media and Markets and Brisa Communications (a firm that specialized in political and Hispanic communications). Pursing the certificate and graduate program at FSU was the perfect next step for her.

The certificate and The Center are what made Karen's time at FSU unique and very valuable for her career. It gave her the valuable skills to differentiate herself in the marketplace. Dr. Korzenny and Dr. Chapa helped her better understand the multicultural market and assisted her with finding opportunities to advance her career. Moreover, Karen found her fantastic mentor, Rochelle Newman-Carrasco, on the advisory board. Rochelle helped Karen understand what she wanted from a job in advertising and always pushed her to pursue her career goals.

Karen became interested in the field of strategic marketing because she liked the idea of applying strategic insights and actual data to build stronger marketing/advertising plans. She really enjoys how numbers can tell a story for you and your clients. She believes it makes ideas so much more relevant than just proposing a strategy or plan from a gut instinct.

Throughout her career so far, Karen has had the opportunity to work on many projects and has had the chance to play many different roles. One of her favorite projects was for HBO Latino and its documentary, *Habla y Vota*. She said it was great to see a brand like HBO standing and urging Latinos to vote and be active in what was a very important presidential election. In this project, she led her team on an experiential and digital execution.

Karen has several tips for success she wants to share with students interested in her field of work. She suggests that students do research in what role they want to play in the world of advertising so they are prepared when they start their job search. It is also important to get as much experience as you can: do lots of internships and never be afraid to ask questions and take initiative.

For current students enrolled in the certificate program, Karen recommends that they take advantage of the opportunities that are presented to them in the program. It is important that you form relationships with your classmates and professors in the program. Karen Garza is a prime example of the success that can come from pursuing excellent programs throughout one's academic career.

S

Student Profile

By: Casey Friel



Born and raised in Panama City, Panama, Alessandra graduated high school, and like most teenagers, had no idea what career path she wanted to pursue. With the help of her supportive mom who introduced her to the possibility of a career in marketing, and her love for literature, Alessandra realized what direction she wanted to go with her studies in college. She then attended FSU Panama her freshman and sophomore years, and then transferred to the Tallahassee campus in 2014 to finish her degree in Public Relations and Creative Writing. Florida State's College of Communication and Information is what attracted Alessandra to the University, as she was very impressed with the program and the wonderful faculty. "There are some amazing people working in the school, many of whom I consider mentors for both academics and for life in general. I also love how diverse this campus is, and how welcoming. All in all, I have always felt at home here."

Alessandra has been volunteering at The Center for Hispanic Marketing Communications since 2016, as a public relations volunteer writing press releases. Today, she holds the position of Social Media Coordinator where she runs The Center's Facebook and Instagram. Her work includes posting content from students who attend conferences to present research, promotional material for The Center, any newsworthy items or events that happen at The Center. Alessandra says she is very thankful for all of the opportunities provided to her by The Center as she has gained so much experience managing social media for the organization. Alessandra is especially thankful for allowing her to meet many great friends and her mentor, Juan José Nuñez, through the mentorship program. "He has kindly given me many hours of his time to guide me and advise me as I progress in my career. I also have The Center to thank for some of the strongest friendships I have made during my time at FSU, as I have met incredible people there and formed what I think will be lifetime friendships."

As Alessandra neared graduation in 2016, she felt like something was missing. Her studies as an undergraduate were coming to a close, but Alessandra's drive to learn more was not finished. She always knew she wanted to pursue a master's degree, so she met with Dr. Rayburn to ask him about the graduate program, and the rest is history. "I'll never forget, he said "what are you waiting for? Apply! Send me something so I can open up a file for you, and we'll go from there." I owe him everything, because without his effort and help I would not be here completing this degree today."

Alessandra chose the Integrated Marketing Communications program because she was genuinely passionate about her career path in Communications. She believes it is important to learn about advertising and marketing to be better prepared to navigate and achieve greater success in the industry. Alessandra says all of the classes she has taken have been incredible in preparing her for the industry, though one class in particular has stood out to her during her time here at FSU – Hispanic Marketing Communication.

S

Student Profile (Continued)

"I am particularly proud of that class because I was part of an incredible team that delivered a great campaign plan for a real-life client. It was my first time having a real client meeting, as we conference-called our client and presented our work to them. I am very happy I had that opportunity."

After graduation, Alessandra would love to immerse herself in the industry and put the knowledge and skills she has learned throughout her time here at FSU to use. Though she does not have a specific place she wants to work at, she would love to go into market research.

Other goals she has set for herself are to continue her love of teaching, write a collection of short stories some day, maybe even pursuing a PhD at FSU, and of course continue taking care of 'the light of her life'- her 5-pound Chihuahua named Lucy.

As for the current or future students reading this right now (yes you) who are interested in pursuing the master's program or students in the certificate program, Alessandra has some advice:

"Do it! Do it all. Take advantage of every opportunity and give it your absolute all. Time you spend learning is never wasted. There may be moments of doubt along the way, but I guarantee that if you do what you love and follow your passion, everything else will fall into place."



U

Upcoming Events

By: Maria Puente

Dr. Sindy Chapa and her students will be attending the CMC Conference in Los Angeles on June 4th to June 6th.

CMC is the Culture Marketing Council and their goal is to bring together as many marketing, media, and brand specialists from across the country together to discuss trends, strategies, and culture. They are the only national trade organization to represent the entire marketing, communication, and media industry.

CMC's vision is "to elevate the quality and effectiveness of U.S. marketing by harnessing the power of cultural expertise and impact to drive business results".

The CMC conference is jam packed with various workshops and presentations by influential individuals, including, Rick Gomez (Executive VP and CMO for Target), Marisa Solis (VP/GM-Hispanic for Pepsi Beverages), Juan Pablo Convers (VP, Business Development for Univision Digital), Marissa Fernandez (Sr. Director, Marketing Strategy & Fan Development for the NFL), and G. Andrew Meyer (The Creative Shop for Facebook). Stay tuned for pictures and updates on The Center's social media!

To register for the 2018 CMC Conference visit

<http://www.culturemarketingcouncil.org/Events/Annual-Conference/Registration-2018>



THE CENTER FOR HISPANIC MARKETING COMMUNICATION



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