

INDUSTRY SHOWCASE



ADVERTISING, MARKETING & PUBLIC RELATIONS

Hosted by:

COLUMBIA UNIVERSITY CENTER FOR
Career Education

COLUMBIA
WOMEN'S
BUSINESS
SOCIETY 

INDUSTRY OVERVIEW BREAKDOWN

ADVERTISING



MARKETING



PR



SLOANE & COMPANY



EMPLOYER LIST



eMarketer and Insider, Inc. are joining forces to become the leader in research covering all aspects of digital transformation on a global basis. As a combined company, we hire people who are passionate about providing business leaders with actionable data and insights about digital marketing, media, e-commerce, financial services, telecoms, technology, healthcare, and more. Our clients are top global brands within Fortune 1000 companies, as well as smaller firms striving to compete in a digital age. We provide our team members with growth and support throughout all levels of the organization, priding ourselves on an inclusive work environment. We are located in our beautiful office space in New York City with 360-degree views of Times Square.

HIRING POSITIONS

- Junior Analyst
- Junior Forecasting Analyst
- Researcher
- Research - China
- Internships



CHRISTINE ANENE
Corporate Sales Director
Columbia College '15

What do you look for in new hires in terms of experience and skills?

There are three traits all eMarketeers have in common and it's what we look for in our candidates: curiosity, coachability and grit. Curiosity signals to us that someone has a deep interest in learning, that they are fully present and they care about the work they are doing. Coachability, to us, is about the ability to take feedback and implement it. It shows collaboration, active listening and adaptability. Grit is about resilience, the ability to turn challenged into lessons and how creative we can be with our resources.

INDUSTRY FOCUS: *Marketing*

EMPLOYER LIST



Finsbury is a global leader in strategic communications with 11 offices around the world. We are trusted advisers to boards, senior executives and legal counsel of many of the world's most successful companies, institutions and organizations. As an award-winning consultancy, we have managed some of the most complex communications challenges of the last three decades. We help clients communicate with clarity and impact when it matters most: during times of opportunity, change and crisis. Finsbury has five core practice areas: Capital Markets & Transaction Communications, Crisis & Issues Communications, Corporate Reputation & CEO Communications, Corporate & Public Affairs and Employee & Change Communications.

HIRING POSITIONS

- Associate
- Full-Time Positions
- Internship Positions



MAX GROSS

Director
Columbia SIPA '14

What are some specifics about your industry or job that others don't always know?

(1) Public relations is not a monolithic field. There are many different professionals and specialists who work in a diverse array of communications roles that span virtually every segment of the economy.

(2) Despite being an essential part of nearly any business operation or strategy, the work we do can be enormously difficult to measure and quantify. Unlike other core business functions – like finance, marketing, HR or sales – we don't have a standard set of KPIs that always accurately capture and measure our impact.

INDUSTRY FOCUS: *Public Relations*

EMPLOYER LIST

fletcher • knight

We partner with companies big and small to build better brands. We create brand experiences that resonate with consumers intuitively and propel brand growth. We advise the world's leading companies on how to unlock the growth potential of their brands. Our work includes: Strategic Growth Platforms; Disruptive Innovation; Turnaround & Restage; New Brand Creation; Breakthrough Business Models.

HIRING POSITIONS

- Junior Marketing Consultant (FT)
- Marketing Consultant Intern



SARAH GOLDENBERG
Junior Marketing Consultant

What do you look for in new hires in terms of experience and skills?

We are looking for new hires to be enthusiastic about marketing and consumer products. This does not necessarily mean that you have to have a lot, or even any, specific experience within the industry, but we are looking for someone who has a passion for innovation, brand strategy, and consumer insights. This could be shown through direct work experience, extra-curricular activities, travel experience, or volunteering. In the past, we have hired consultants from a wide variety of backgrounds including biology, art history, architecture, and copywriting. What do they all have in common? A passion for branding, innovation, and consumer psychology.

INDUSTRY FOCUS: *Marketing*

EMPLOYER LIST



JUN means truth. Jun Group is a mobile advertising company that reaches over 100 million people across devices with beautiful full-screen video, rich media, social media, email, and display ads. We connect you to the right people using location, personal identifiable data (pii), and polls, then we track results all the way to purchase. The world's best-known advertisers trust Jun Group because everything we do is brand-safe, viewable, and transparent.



TAYLOR MURRELL
Strategist
Barnard College '19

What are some specifics about your industry or job that others don't always know?

Adtech is a data-driven industry. I think people underestimate the opportunities for developing a sense of data intuition and technical ability in this field. There are so many platforms interacting behind the scenes that power the advertisements and content we engage with daily.

HIRING POSITIONS

- Media Strategy Coordinator
- Sales Development Representative
- Recruiting Coordinator
- Programmatic Coordinator

INDUSTRY FOCUS: *Advertising*

EMPLOYER LIST

horizonmedia

eHorizon Media, Inc. is a global leader in data-driven media and marketing. The company was founded in 1989, and is headquartered in New York with offices in Los Angeles and Toronto. Recognized as one of the world's ten most innovative marketing and advertising companies by Fast Company, Horizon Media has been recognized as U.S. Media Agency of the Year by Adweek and AdAge, and Independent Media Agency of the Year by Mediapost. Renowned for its incredible culture, Horizon is also consistently named to all the prestigious annual Best Places to Work lists published by Fortune, Horizon Media has estimated billings of \$8 billion and over 2,000 employees and clients that include Sprint, Chobani, Burger King, GEICO, LG Electronics USA, and ABC Networks.

HIRING POSITIONS

- Assistant Brand Strategists
- Assistant Digital Planner
- Assistant Video Investor



MEAGAN RICHARDS

Campus Recruiting Coordinator
CU Teacher's College '18

How does your organization support it's employees?

Horizon Media strives every day to be a place of belonging, where diversity, equity, and inclusion are part of our DNA. Our business resource groups (BRGs) are employee-led and comprised of Horizonites with shared life experiences. To date, we have 5 employee-led groups that are geared toward Black and African American, Asian and Asian American, and Latinx employees, working parents, and the LGBTQ+ community. We are also intentional with our inclusion of allies and how they can offer support and leverage their resources. There's a place for everyone at Horizon!

INDUSTRY FOCUS: *Advertising & Marketing*

EMPLOYER LIST



Metric Theory provides technology-enhanced PPC, social media ads, display, Amazon and programmatic advertising services for our clients. We are industry veterans who currently manage over \$140 million in annualized ad spend for 230+ clients. Our experienced team has worked with large ecommerce sites, significant B2B technology companies, small businesses, and more. We are consistently named #1 Best Places to work by companies such as AdAge, Entrepreneur Magazine, Inc and Denver Business Journal. We are rapidly growing all 5 of our offices in San Francisco, Denver, NYC, Orange County and Salt Lake City, and are always looking for new talent to join our team.



CAMERON DUNN
Senior Account Manager
Columbia College '17

Cameron is a recent alum of Columbia College (Class of 2017) where he was a Political Science major and member of the football team. Upon graduating, he began working as a PPC Analyst with Metric Theory, a digital marketing company located in the Financial District. As an analyst, he learned about the nuances of digital marketing and supported multiple accounts on day-to-day strategy, leading to his movement into the Account Manager, and Senior Account Manager roles.

What do you look for in new hires in terms of experience and skills?

We welcome new hires from all backgrounds! We look for individuals that will be proactive and won't shy away from owning their own development. We are very team-oriented and also have a strong focus on our culture.

HIRING POSITIONS

- Full-Time Analyst

INDUSTRY FOCUS: *Marketing*

EMPLOYER LIST

OUTFRONT/

OUTFRONT is embedded into the fabric of our cities and communities and trusted by the millions who engage with our media (including billboards, transit, mobile & social) every day. We drive strong relationships between brands and audiences.

We are leading our industry to bring intelligence to out-of-home (OOH).
We are OUTFRONT. By name and by nature.

Our iron-clad commitment to deliver impact where it matters. Our media network leverages the power of the largest canvases across American to grow brands and businesses by driving impact, engagement, fame, and trust across every touchpoint.

HIRING POSITIONS

- 2020 Summer Interns
 - NYC & Boston

*Will post Sales Coordinator roles in Spring/Summer 2020



KIERA WOOD

Marketing Specialist
Barnard College '16

How has your industry evolved since you started working it?

Out of home advertising is having a moment right now. My favorite quote from a recent survey stated that “out of home is the cool kid again!” With the advancement of digital technologies out of home is delivering smart messages, to the right people, as they go about their day. Out of home advertising has become the #1 preferred ad format among millennials and gen z, becoming Instagrammable content and recognized as an important part of any media plan.

INDUSTRY FOCUS: *Advertising & Marketing*

EMPLOYER LIST



To share the best technology with the world, hand-in-hand with you. We use simple and thoughtful design to create technology products with a minimal, efficient and reliable user experience. With inclusive and friendly communication, we share these products with our users. We focus on creating value for users, embracing change, while offering competitive products and services. We isolate ourselves from external pressure and temptation, never forgetting our original intent, while relentlessly self-improving. Our primary principle is not in pursuing short-term interests or gains, but instead focusing on a healthy and sustainable business.

HIRING POSITIONS

- PR Intern
- Marketing Intern
- Graphic Design Intern
- Global Brand Intern



ALICIA MCALLISTER
Head of Public Relations

How might a student get their foot in the door if they don't necessarily have experience in the industry?

Commitment and the ability to learn quickly are the two keys “to get your foot in the door” with any industry – even if you lack expertise. Showcase how you can apply your unique skills to the benefit of the company and uphold a promise to educate yourself in a new field. Employers want talent that can offer a fresh perspective – but, you must prove that you are adaptive and determined to acclimate yourself on the best practices, wherewithal and general knowledge of the business in which you are in pursuit.

INDUSTRY FOCUS: *Marketing & PR*

EMPLOYER LIST



Quantum Networks is a New York City-based online retailer and digital marketing agency representing over 200 brands on the world's largest online marketplaces. An e-commerce authority with 10 years of the most cutting-edge expertise, Quantum Networks has cultivated a core mastery of Amazon, where it is also a Top 200 seller. Providing one-on-one brand management and a clear preservation of brand identity, Quantum Networks executes full front- and back-end optimization of brands' online presence. As an e-tailer, Quantum Networks is revolutionizing a premium and efficient shopping experience with its solution-based Blucoil bundles, adding value for brands and customers alike.

HIRING POSITIONS

- Digital Advertising Assistant
- eCommerce Assistant Buyer
- Graphic Design Intern
- Content Intern
- Human Resources Intern
- Buying/Brand Management Intern
- Purchasing & Planning Intern



PENINA SOBERMAN
Human Resources Manager

Penina Soberman is the Human Resources Manager for Quantum Networks, a Top 200 Seller on Amazon and a brand development agency representing over 100 brands on Amazon. As an e-tailer, Quantum Networks is revolutionizing a faster, more efficient shopping experience with its solution-based Blucoil bundles, adding value for brands and customers alike. Before her career in Human Resources, Penina was a Preschool teacher for 8 years. She originally heard about the culture and management style at Quantum before anything else, and that's what intrigued her the most and eventually led her to reach out for an interview. She's had the unique opportunity to take her passion for learning, people, and culture and bring it into her role at Quantum!

INDUSTRY FOCUS: *Advertising*

EMPLOYER LIST



Ruder Finn, Inc. is one of the world's largest independent global communications and creative agencies. Founded in 1948, Ruder Finn serves the global and local communication needs of over 250 corporations, governments, non-profit organizations and startups. The agency is organized around four strategic pillars that reflect its core areas of expertise: Health & Wellness, Corporate Reputation & Transformation, Technology & Innovation, and Consumer Connections. RFI Studios, the agency's full-service digital practice, leads the industry in designing and developing internal collaboration platforms, building conversations and communities around brands, and staying top-of-mind in the world of mobile applications.

HIRING POSITIONS

- Executive Training Program

*Roles for Spring will be posted Early December

*Roles for Summer will be posted February/March



MCKENZIE NAYLOR

Vice President

What do you look for in new hires in terms of experience and skills?

When I interview entry-level people in PR and at Ruder Finn in general, the first thing I certainly look at is past experience and whether the person has had a PR-specific internship at an agency, in-house, or even through their own university's PR department, which we are seeing much more in recent years. Hiring someone with a basic understanding of PR is of course a huge plus – that said, there are certainly general skills that are good to highlight as well. Strong writing experience (bringing writing samples to an interview is a plus), communications skills (public speaking, looking someone in the eye as you are talking to them, email writing, talking on the phone, etc.), organization best practices, and being hungry to learn and pick up on things quickly are all things I like to ask / understand from people we are considering to hire. Additionally, having a strong appetite for consuming media is another area I probe on during interviews – how do you consume your news (watching morning shows, reading newspapers, receiving daily newsletters, etc.), what reporters do you follow closely, what technology news from a specific company has excited you recently, what CEO do you think communicates really well, etc. are all questions I would ask someone in the interview process.

INDUSTRY FOCUS: *Public Relations*

EMPLOYER LIST

SLOANE & COMPANY

Sloane & Company is an industry-leading public relations firm focused on providing a select set of services at a high level for our clients. We are known for our intelligence, intensity, creativity and focus on getting results. Whether the situation calls for developing and delivering the right messages to the audiences that matter or advising on high-stakes deals or crises, our goal is the same – to drive winning outcomes for our clients. We are distinguished in corporate storytelling and reputation management and were a 2016 finalist for Corporate/B2B Agency of the Year and 2015 winner of both U.S. and Global Corporate Agency of the Year from The Holmes Report. A few select clients students will recognize are CVS, eBay, Altice USA, New York Life, FieldTurf, Panera, Kind, AMC Networks and Imax.

HIRING POSITIONS

- Senior Associate
- Associate
- Entry-Level Associate
- 2020 Summer Intern



QUINCY MIX
Associate

How might a student get their foot in the door if they don't necessarily have experience in the industry?

I'm of the opinion that if a student is well-rounded, a go-getter, and can prove themselves to be an effective, down-to-earth communicator, then they have as good a shot as anyone. I really didn't have any "PR-specific" experience or education per se before I came to intern with Sloane (though communication and interpersonal skills were woven into all of my jobs in some way, shape, or form). I majored in history because I loved the subject and the professors in that department, but it turned out to be the best preparation for PR I could have asked for. Not only did that major give me an invaluable global perspective and narrative lens for PR, it repeatedly honed the writing and research skills I use in my job every day. The key, then, when you apply for a job in the PR world, especially right out of college, is to show your recruiters how you made the most of your education—whatever it was—to become the best communicator and critical thinker you can be.

INDUSTRY FOCUS: *Public Relations*

EMPLOYER LIST



Small Girls PR is a creatively-driven media relations, influencer and experiential agency championing a personal approach to public relations. Headquartered in New York and Los Angeles, our clients range from venture-backed startups to publicly traded companies. We've handled mergers for GE, landed Outdoor Voices' first magazine covers, scaled brands like Hinge and Billie since launch, and come up with campaigns that have become answers in The New York Times crossword puzzle.

HIRING POSITIONS

- Spring 2020 PR Intern
- Summer 2020 PR Fellowship



MALLORY BLAIR
CEO & Co-Founder

How has your industry evolved in the past ten years?

- As with most industries, PR has had to adapt to an ever-changing digital landscape. We have to be nimble and able to react quickly to trends or cultural moments as they pop up and instantly go viral across the internet.
- It's no longer enough to just release a product anymore and expect it to get coverage because it's new. Brands must tell stories that react to and create culture.
- We've had to adapt our storytelling skills to be able to live effectively both on and offline, and have there be synergies between both. There's an increasing hunger for community-driven experiences whether in the digital or physical world and PR has been tasked with building those moments.

INDUSTRY FOCUS: *Public Relations*