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What does a career in Marketing look like at the Y? What sort of things do you work on day-to-day?

My day to day can range from meetings of how to make the Y more engaging to creating fliers to correcting codes on our website to connecting with local schools.

What do you enjoy about working in Marketing?

I love being able to be creative and strategic within the same project whether that's a flier or monthly newsletter. There is more psychology in design than some might think but colors and fonts make a world of difference.

How did you become qualified to work in Marketing?

I grew up with lots of different interests growing up and art was never one of them. However, through my experiences in high school and college, I found out I really enjoyed marketing and public relations work across many different fields. I attended University of Wisconsin - Stevens Point where I received a Bachelor of Science degree in Public Relations and a minor in Political Science.

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How do I become a Marketing professional?

Just try it out! My experiences in marketing and public relations were never the sole focus of any one position, however, it was the common denominator of what I enjoyed doing in each position. My experiences ranged from being a Fair Intern to Graduation Specialist to a Tourism Intern to scooping ice cream during the summer.

What will make me more marketable to employers?

Interest in trends, how to adapt them to your industry and market, and how to navigate platforms to optimize your goals while being user friendly. While those terms might be big and scary, they all boil down to one thing, people! Working in an industry that you enjoy, know, and are willing to adapt which will be a huge selling point.

What characteristics should someone possess to find success in a career in Marketing?

Always be willing to learn. Cheesy, I know. However, learning in the professional world is much different than in school. Sometimes learning is brief "ah-ha" moment in a meeting or a training with other professionals in the field (that can include great free food).

What can I do now to prepare myself for a career as a Marketing professional?

Start getting your feet wet. You might not be able to get into the industry you want right away, but every experience you have now will give insight into a future job. A lot of how I approach marketing comes from my two-year stint as a hostess at a fine dining restaurant in college. Just enjoy where you are in the moment and try to soak everything in because you never know what you'll gain from it in the future.