NETWORKING + BREAKING INTO NYC

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QUICK INTROS

• From McFarland, WI

• BA, May 2007 (Journalism + French)

• Moved to NYC September 2007

• A decade’s worth of marketing expertise
  
  • Digital/Social - Carrot Creative

  • PR - MWW, Ogilvy PR, Ruder Funn, Fleishman Hillard

• MBA, May 2015, NYU Stern School of Business
NETWORKING GUIDELINES

**Preparation**
- Develop your story — verbally, written and online
  - Leverage the tools/resources you have (e.g., career services)
- Focus your ambitions as much as you can
- Follow the industry, be up on latest news

**Building Relationships**
- Utilize your network of family, friends, WI alumni and LinkedIn — and be vocal about what you’re after
- Do your homework — on the person and company
- Be direct, concise and compelling — in emails and conversations
- Be persistent — everyone’s busy
- Send “thank yous” and stay in touch
BREAKING INTO NYC

Follow all the Networking guidelines but keep in mind…

• If you don’t have NYC experience, you’re going to start at the bottom
  • But once you’re in and show career progress, you’re golden
• If you don’t get a summer internship, consider taking one in the Fall or Winter — the applicant pool is much smaller
• The industry’s best worldwide work in this market
• The University of Wisconsin brand is strong
• It’s not what you know, but who you know 90-95% of the time
• You’ll start by making little money (should have applied to Grainger if you wanted that)
• Be a team player, proactive, willing to do (almost) anything and work hard
• Get involved with the Big Apple Badgers
THANKS AND GOOD LUCK!