Strategic Design Fellows
Smith School of Business
University of Maryland

Fall 2018
Career Exploration Trip to New York City

6 company visits, 36 students, 100+ cups of coffee consumed

Networked with 18 SDF NYC-based alums, 5 UMD NYC-based alums and a myriad of marketing professionals

23,000+ steps taken by each student as they explored their chosen career path

Upper right, at Publicis Media College Recruiter welcomed students; lower left, SDF alum Danny Martinez talks to undergrads at networking reception; lower right, SDF students on Casper's rooftop deck
Package design, social influencers, UX/UI design...

Students heard presentations from:
Casper's VP of Marketing, Jenna Lloyd, and UX/UI designers at Casper
Recent Smith marketing alums at Publicis Media, a digital marketing firm
Recent SDF alum, Natalie Costa, and others at Casanova/McCann, a boutique marketing firm focused on niche marketing
UMD alum and founder of NYPR, a social influencer analytics firm
Co-founder Janice Jaworski and Senior Creative Director John-Paul Doyle of Anthem!, a global packaging and retail design firm
Recent SDF alum, Phil Peker, and others at BBDO on marketing through the use of targeted videos
Left: Jenna Lloyd discussing Casper's marketing strategy with students

SDF alum Natalie Costa gave career advice to students (above); SDF alum Brooke Goren talked about being an art director to undergrads at reception (below)

A BBDO panel organized by SDF alum Phil Peker answered students' questions after sharing their expertise in video production for marketing purposes (above); SDF alum John Coates shared his experiences at Ogilvy Mather in account management with students (below)

At our Thursday evening reception, students talked to SDF alums from Ogilvy, BBDO, AdWeek, Hazon, Salesforce, ThomasARTS, 2U, Twitter, Clarke Design, Casanova/McCann, Razorfish/Sapient, OMD, SocialCode, CBInsights, and Allied Global Marketing.
Student feedback about the 2018 New York Trip from Strategic Design Fellows:

First of all, I would love to thank you for providing such a great opportunity to explore NYC! I have only been to NYC a few times and I honestly disliked the city both times I had gone before, but I loved it this time. **This trip allowed me to see NYC in a new light and I can definitely see myself living/working in NYC.**

My main takeaway from the trip is that I would love to work for a start-up company. I loved the size and feel of Casper and Hypr – even as an intern, it seems like you can really make an impact on the company. The people who presented at the smaller companies seemed so friendly and open-minded, as well. I loved that it seemed like all of the departments of the companies seemed like they worked together - it seemed like the departments were pretty fluid.

Again, thank you for a memorable experience!

Anna Rollender

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*I went on the NYC trip with the goal of exploring career paths in design and potential jobs for me after school. I found out way more than I expected to and realized I definitely want to work for an advertising agency. My favorite agency we visited was BBDO, I loved how creative they were allowed to be with their work and how they expressed themselves in their advertising.*

*I also got to know the other students in design fellows much better. This has helped in class with discussions and made me more comfortable expressing my opinion in class. Overall I loved the trip and I would highly suggest it to anyone who's considering going!*

Tyler Barron

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First of all, the New York City trip was amazing and I thank you for organizing and coordinating the trip. That being said, the trip meant a lot to me for several reasons.

One of the main reasons why it was special to me was because it solidified my interest in marketing. Being able to see a range of companies such as product companies like Casper and advertising agencies like Anthem, **really opened my eyes to how flexible and crucial marketing is to the business world,** Moreover, seeing how these various companies utilized marketing made me excited about all the possibilities and creative things that can be done with marketing.

Another reason why the trip solidified my interest in marketing was because of our visit to BBDO. During high school I wasn't sure of what I wanted to do in college. I took a marketing class just to try it out and I ended up really liking the subject. I remember doing a project for that class and it involved doing research on some type of marketing firm and BBDO was the company I was assigned to. During my research for the company I learned about their work and their type of culture which lead me to admire them. I told myself that it was a company I would want to work for in the future if given
the chance. Basically, BBDO was the company that inspired me to follow the marketing path in the first place.

When we visited BBDO during the trip, those feelings in high school came back to me. I remembered why I wanted to do marketing and why it was so appealing to me. Furthermore, hearing about how the employees in the company worked and how they enjoyed it really ensured that I was going down the right path for me.

Gwayne Nulud

This NYC trip was incredibly beneficial in helping me understand what kind of organization I want to work for one day, and what areas of marketing I want to work in to start my career. I now have a better idea of what types of companies I should be applying to for internships and how I want to kick start of eventual career in marketing.

I really enjoyed listening to the advice given to us by these top marketing professionals. One piece of advice really stood out to me after hearing from the VP of Marketing at Casper. Successful marketing can be boiled down to four simple words: make people feel more. This really stuck with me, and has inspired me to work towards working in brand strategy one day, to help create a voice for an organization that connects with consumers and builds lasting relationships with them. Marketing has the ability to make people happy, to make them trust in a brand, and to allow businesses to become involved in communities and take stances on important social issues. This all ties back to making people feel more, and I think this is incredibly powerful. Focus on people, focus on making them happy and proud of the brand you represent, and you will be successful. I really hope to be able to do this for a brand I am passionate about one day, and this trip helped give me the tools and knowledge I need to work towards that.

Thank you so much for providing us all with this amazing opportunity.

Catherine Ewing

I feel like I learned so much valuable information on this trip that is just really difficult to translate into a classroom setting. Being at College Park is very much a bubble, and this trip was a reminder of what I’m working towards and how many career options I really do have. There were so many positions and companies that I was not aware of before this trip, but now am. Visiting a corporation like Casper and then visiting five agencies really gave me multiple perspectives on the marketing world. Each company was completely different than the other, which was really exciting to see. It helped clarify exactly what an agency was and how they work, and the differences between corporate marketing and agency work. It was even helpful to go to the companies that I didn’t like because it helped me get a sense of what not to look for in a company. Learning about company culture and environment is difficult to do in the classroom, and that is why these types of trips are invaluable to me.

My favorite company specifically was Casper. I knew a little about Casper going in— like their disruption in the industry and the fact that they had a lot of viral marketing, but I didn’t know much about their culture or their marketing team. I was so impressed by everyone that spoke, but more specifically Jenna Lloyd, the VP of Marketing. The passion she had for her job
truly showed through her presentation. Despite being exhausted, I was hanging onto every word she said. It reminded me of why I wanted to do marketing in the first place and why it is so important to have a job that you love. She truly believes in Casper as a company and it was so easy to tell how excited she was about the brand and its’ future.

I also got closer with a lot of people in Design Fellows. Sharing rooms, navigating around the city, and spending so much time together really let me get to know my peers better. Everyone was so open to talking to each other and it made me feel so much more included in Design Fellows. I’m someone who doesn’t talk a lot in large group settings, so being able to talk to everyone in small groups was really nice. This trip also served as a bonding experience with my cohort which is another reason why it was so great.

New York is one of my favorite cities, and I would love to live there one day (hopefully soon). This trip meant a lot of me and allowed me to make connections directly with people who are already working in New York.

Professor Harms, thank you for putting this trip together and continuing to support us Design Fellows, it means a lot! I’ve only been in this program a short time but it’s one of the best groups I’m in at Maryland.

Elise Russo

Thank you once again for providing me the opportunity to visit New York City and several top marketing agencies. I learned a lot from each company and they helped me understand the different paths and roles in the marketing field. Before the trip, I was slightly unsure as to what exactly I could do in marketing and what roles would be a good match for me. Hearing the speakers at each company describe their typical work day helped me identify roles I could really see myself in. A piece of advice that resonated with me was from one of the speakers from BBDO. He said, “Make sure to be an expert in something so you can be the go-to person for that task”. I realized how important that was because although it is good to be skilled in several disciplines, mastering a skill that differentiates you from others in the workplace can increase your value contribution in the workplace. Seeing and speaking with the alums also increased my confidence, because they were once in my shoes, but are now doing amazing things at amazing companies. Overall, the trip was a great experience and even helped me get to know many of my classmates better.

Looking forward to more great experiences with this program!

Ayo Akiwumi

The NYC trip means getting to explore new companies and job opportunities for me. I never pictured myself moving to NYC, but after going there over and over again it could definitely be a possibility.

I really enjoy seeing where Design Fellows alumni have ended up, and it really helps marketing majors identify some concrete examples of internships and jobs directly related to their field of study. I know a lot of marketing majors who come out of the Smith School not knowing what they want to do or where they
really want to work because it’s such a broad field and not a primary focus of the Smith School career fair and other events. I think the NYC trip is a great way to make connections in the industry and open students' eyes to new career opportunities they may not have been aware of before.

For example, I really enjoyed visiting Anthem and BBDO. It was interesting to learn about the various projects they've worked on at Anthem, like the package design for Fuze tea for Coke and the rebranding of Carmex chapstick. BBDO was very interesting because they work in production, and there were positions such as strategy consulting that I didn't know existed at a creative agency. I was able to meet Bethany Harper, who just started working in strategy at BBDO a few months ago, and she shared her post-graduation hiring experience with me and what the strategy process looks like at BBDO. We shared some similar experiences, and she gave me her email in case I had more questions or wanted to connect in the future. I would not have made this connection if I didn't participate in the NYC trip with Design Fellows.

Lauren Roche

Thank you so much again for the opportunity to attend this trip and for everything you do for the program!

This trip had a huge impact on where I see my career going in the future. I used to think I wanted to work for a large agency or for a large brand and the companies that we had the chance to visit showed me that I would definitely fit in more in a smaller brand or agency. The presentation at Casper really opened my eyes to looking for a company that allows me to be creative and innovative in whatever role I have. I was able to see that company culture and work environment can outweigh the actual work being done. While I be diligent in finding a role where I can use my individual skills to do well, I will now place more importance on whether or not I believe in the company culture and the values that they bring to every aspect of the work. The networking event allowed me to see how Design Fellows students have been able to apply the basics they learned in the program to the amazing positions they have today. It was inspiring and gave me hope that I will find a job that will make my education and experiences in this program worth it.

Natalie DiFelice

Thank you so much for helping to organize and for accompanying us to New York. At first, I was hesitant to attend, but I am so glad that I did. This trip was a great opportunity for me to bond with my peers and learn about the industry. Visiting all of the companies and speaking with alumni from the program helped me to become much closer to knowing what I want to pursue following graduation. It was so interesting to see the diverse portfolios at Anthem and BBDO and all that I could do with a career at an advertising agency. I was inspired by the unique marketing promotional plans talked about at Casper, as well as the excitement of working at a start up at HYPR. Overall, I am so grateful to have had this valuable experience, and it taught me so much about all of my options in the marketing world.
Thank you again

Diana Kavadias

First I wanted to say thank you for putting this all together and being so approachable with anything whether it be about internships, an assignment etc. You have impacted so many lives and we all feel so grateful and indebted to you.

I learned so much about different sectors within marketing. Jobs such as creative directors, to account managers, to strategist. Me personally, I found the strategist role to be the most intriguing to me as it seems to teeter along the intersection of a creative and a technical role.

I also got a feel for different office layouts and company cultures and I definitely learned which one I prefer. At Casanova, they spoke about how everyone is friendly and close and the energy of that office spoke to me so much. It was also so Latino centered so it made me feel like I mattered and that I had a place in this industry.

All in all, this trip was so much fun. I bonded with so many of my colleagues and I’m so excited to see where this program takes me to next.

So, thank you for everything.

Julio Vasquez