**WMA Meeting | 9/15/2020**

1. **Call to Order:** 5:30pm
2. **Attendance: 14**

**Alumni Speaker presentation**

**Jared Randle- Alumni working in a NYC Agency**

**Jared Background**

Was in WMA

Heard from Eljay (another Alumni speaker)

Motivated him that WCSU isn’t just a small school and that success can happen

**RGA Background**

Works at R/GA in NYC, sub of IPG

Worked with National Women's soccer team

“A/R Jordan” show up to a basketball court and did a shoppable AR experience for shoes

Helped bubly launch from start to finish

“Love has no labels” campaign to show how love can take any form

They help specialize in digital experiences

RGA has a diverse set of employees

Started producing films, then making feature films, then digital advertising, the company is still changing

Focuses on experiences

**Tips**

Have a passion and focus on it

Make sure to hustle and be confident

Confidence in the work you are doing and in yourself

Reach Out to everyone

Be patient with yourself, things are crazy all over the world right now

Stay on course and use your extra time to work

**Campaigns Jared worked on**

Verizon iphone 11 launch- Used the “magical time” 11:11 to grant peoples wishes

Had to make a wish at 11:11 which would pop up for a chance to win an iphone 11

Shoots to go viral and get it on news as a PR

Verizon ended up dominating the iphone 11 buzz during the initial release

Verizon Payit forward live- wanted to help small businesses during COVID-19

Created a program that connected big names to small businesses offering entertainment to people at home and financial support to small businesses

$7.5M in grants for LISC

#PayitfowardLIVE was top 5 trending in the US

**How did you land at RGA?**

Reached out to his network

Found out about technology and how undiverse the advertising industry is

Verizon created a program to make advertising more diverse

Jared applied and was selected

**How competitive is it to get a marketing job?**

It’s not as hard as it looks

Companies are looking for young employees and everyone has something unique to offer which a company wants

The more time you spend on finding your passion, the easier it will be to find an agency that values your passion

**How has COVID-19 impacted how you work?**

Luckily he moved back to CT a couple months before the pandemic.

Now he gets to work from home and no longer gets to see his co workers in person

Everything is now virtual

The industry itself was affected negatively and had to take paycuts

**Why do you think Verizon was spending money on advertising during the pandemic?**

Verizon took the initiative to demonstrate that they truly are the #1 most reliable

Took the opportunity to help small companies while other companies were trying to save money

**Do you see yourself staying in the agency world?**

Of course, he loves the people and the projects he works on