

As an aspiring Public Relations major, I believe it would be extremely beneficial to have hands-on experience dealing with the inner workings of planning and executing game day production and promotions. Growing up an athlete, the digital media world has intensified my passion for sports and strategic communications. I am excited to accomplish the Penn State Athletic Marketing Department's We Are initiative by maintaining consistent audience engagement during athletic games. In order to possibly grow in the sports industry in the future, I would hope to understand the true amount of work and dedication needed to fulfill the job that the full-time Marketing Staff job entails. I am not currently set on pursuing a single job title and would like to keep my options broadened; however Social Media Manager, Public Affairs Specialist, and Public Relations Manager in the athletic, fashion, or entertainment industry.