

James Levinson blog post

## Oh, The Places You'll Go!

And there were a lot of places indeed. My name is James I was one of the 14 students selected to participate in the two day six site, unlimited free snack, walk until you drop career quest Senior. I am a major in Political Communications in the school of SMPA, and I am looking to break into the field as potential Field Journalist.

We started bright and early on Monday at Emarketer, which until September was a company that I knew very little about. They came to us with there new way to think about what it means to understand how the tools of researching writing and understanding trends can be applied to the world of marketing. It was after that that we took the N train to Lexington and got a tour of the Bloomberg headquarters which gave us not only a stunning look at the design of the office and the history, but the relationship between the Business and News side. After a brief lunch break and a very long columbus day parade on 5th Ave we saw the NBA headquarters, where we saw how the NBA is using social media to grow their brand, but is working directly with their players and teaching them how to look at Social Media analytics to improve their own personal brand as well.

We ended the Day with a career networking event at the Princeton Club. It was at this event we got a chance to meet with professionals from across the media spectrum, from those who had started their own companies, to recent grads currently working for the New York Times. A lot of them remember times when they too were just working as Interns and ow chance encounters led to jobs they had never heard of that were interesting. You just needed to keep an open mind, and an open ear.

The second day also started early. Our first visit took us downtown to my personal favorite site visit to Facebook where we talked with a GW alum who works in their PR department. What interested me was how he described his path to Facebook and the potential collaboration with journalists in an effort to improve their platform, known as the Facebook journalism project. It also didn't hurt that they had a full smoothie/gelato bar open to all employees. We then rounded our trip to Spotify and Bustle where we got a chance to hear how about a company culture at Spotify that encourages its employees to be as ambitious as possible and not be afraid of failure. To getting a chance to listen to diverse employees from Bustle explaining how they made it through the career ladder.

If I had one piece of advice to give to those interested in Career Quest in the future, I would say that the cheesy quote in the beginning is actually the best thing that you can learn. So many of the people that we met didn't just find that perfect job right out of college, a lot of what they learned and what they found at there current company was found because of their experiences elsewhere. I realize now that part of finding that great position and that great company is

because of the experiences that you have elsewhere. As I enter into my final semester and get started into the workforce, I am not going to let the fear of ending up in the perfect place to define me, rather It's all part of the journey