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As a communication major, I always had the perception that job searching would be a daunting task for me because there are not many hard skills required. Prior to Career Quest Fall 2019, I wanted to learn how professionals in the media, PR, and advertising industry go on their career path and achieve career goals in these highly competitive industries.

I was well informed before each visit by researching the companies, internship, and full-time job opportunities, thanks to our pre-visit orientations. Going into these sites, my peers and I were able to engage in discussions and presentations actively. We were able to make meaningful conversations with employers during our tours.

Not only did each employer give us a sneak peek of what their industry and typical work are like, but also they designated time to share with our group their own career path experiences. They gave us both professional and career advice that they had learned over the years. One of the big takeaways for me is that I was wrong about my major. Studying in a humanity major does not mean that I am less competitive in the job market. On the contrary, it teaches me how to think critically, write concisely, and research effectively.

Some of the other discussions were about networking and outreach. I appreciate the honesty of the employers when they discussed how to “shamelessly” look for opportunities and advocate for more benefits. Additionally, many of them emphasized what hard skills we should start to hone while in school. Software skills such as editing, photo-shooting, and design are much needed for professionals in this field.

Employers also touched upon staying updated on industry trends and news. Some of them even offered a list of podcasts that they listen to on a daily basis. The discussion about the importance of being well informed will benefit young professionals’ career and personal development.

Career Quest was extremely helpful in developing my professional development and career choices. It has been a highlight of my GW experience. Stories I heard from alumni and employers about the pathways they followed to career success are inspiring and empowering. I am grateful for GW alumni, employers, and advisors who offered invaluable information, suggestions, and hospitality. Thank you!