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I decided to apply to Career Quest after my Digital Media 2 professor, Doctor Cheers, praised the trek in class. I was always interested in pursuing a career in communication, but was struggling to identify exactly what I wanted to do. I believed the trek would help me narrow down my interests and introduce me to companies I would be passionate about working for after graduation. Our trip exceeded my expectations thanks to the diversity of sites we visited and employees we talked to, the connections I was able to forge at the alumni dinner, and the relationships I developed with my fellow cohort members.

On the trek, we visited KWT Global, the New York Times, NowThis, Ogilvy, Bustle Digital Group, and E-Marketer. The site visits not only revealed to me the variety of careers available within the communication field, but also the wide range of company cultures that exist. While I had a positive experience at all of the site visits, KWT Global and Ogilvy especially stood out to me. At KWT Global, the CEO, who is a GW alum, took two hours out of his busy schedule to sit down with us and have a conversation about his public relations firm. I admired how open and honest he was and appreciated his commitment to diversity and political activism. Ogilvy was also a highlight for me because of their strong presentation, examples of previous client work, and GW alumni we met.

At the alumni dinner, Ben, our program leader, introduced me to a recent GW graduate who went on the trek last year and now works at a company I had previously expressed interest in working for. She kindly talked to me for over 30 minutes about her experience and encouraged me to contact her if I had more questions. I also met another woman at the alumni dinner who was a member of my same sorority at GW. She texted another woman in our sorority who currently works at Ogilvy, a site we were visiting the following day, to let her know I was coming. The woman at Ogilvy actively sought me out at our site visit and gave me her contact information. It was empowering to see how many women were willing to help me professionally, despite not knowing me personally. I have already been in contact with these women and plan on continuing to develop these professional relationships throughout my future.

Another unexpected benefit of the trek was meeting and becoming closer to many of the other members in the cohort. I will never forget walking through Central Park for two hours in the pouring rain with Caroline and Ana to get milkshakes at Black Tap. I am grateful for the community that the trek helped me build. I have stayed in touch with my friends from the trek and am excited to see where their careers take them as well.

Career Quest was one of the best experiences I have had at GW. It opened my eyes to how many career opportunities exist in the communication field, helped me improve my networking skills, and aided me in developing more professional and personal relationships. I will always be grateful for this trip and cannot recommend it enough for students who are interested in the communication field. Go apply today!