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Career Quest New York (CQNY) opened my mind to jobs in companies I never would have considered before. Since declaring my English major, I knew I wanted to go into publishing and work creatively with writers. I spent six weeks during the summer at New York University's (NYU) Summer Publishing Institute, a program I found out about through my CQNY interview. My experience at NYU solidified my choice in a career. I was ready to use my senior year to network with professionals in the industry and build my resume with the right experience. CQNY was an opportunity for me to do so.

Half of the companies that were on the trip agenda were marketing and advertising agencies: KWT Global, Ogilvy, and eMarketer. The others that centered more on editorial work were The New York Times, NowThis, and Bustle. Although some companies coincided more with my interests than others, I took away valuable advice from each that is applicable to any career.

The first company on our itinerary was KWT Global and it was the perfect start to our trip. The CEO and founder, Aaron Kwittken, who devoted two hours of his busy schedule to have a conversation with us was beyond welcoming and engaging. He spoke about the company and its values, which are the foundation of the work they produce. Each room in their office is even named after a specific one of their values. It was easy to tell that despite his success, he still manages to serve as a great leader who is clearly invested in his employees and students like us. Concerning leadership, he gave us two pieces of advice, be yourself and be transparent. He emphasized that people like to be informed about the work they are doing and having an objective involves everyone and fosters a purpose driven environment.

The New York Times was probably the most unbelievable experience considering their revered name and beautiful building. We met with business editor, Ellen Joan Pollock who spoke about journalistic integrity and the relevance of financial journalism to every reader's life. She revealed a few reader-focused strategies for writing that are the most effective in grabbing attention: tell the reader early on in the story why it is important, break the fourth wall if necessary, add a list of take-aways, think about how the headline would capture the social media audience, and have a clear voice. The most valuable piece of advice that I took away from the visit to the New York Times came from their top climate change reporter, John Schwartz. It was "know how to learn." It is impossible to know about every subject, especially if it is not what you have a degree in, but the most important thing a college education gives us is the ability to constantly be educating ourselves.

This theme of continued learning was also emphasized in our visits to NowThis, Bustle, and Ogilvy. Bustle, in particular, revealed that curiosity is the #1 trait they look for when hiring as well as the ability to take feedback and apply it meaningfully to your work. Ogilvy communicated that experience in advertising is not necessary to work for an advertising agency, instead what matters is a willingness to learn and communicate. The panel at NowThis taught us that if you don't go after an opportunity, someone else will and the result may be something you

could have done better! Not everything that presents itself will be in your area of expertise, but a readiness to learn can lead to a great end result.