



*Photo at Time Inc. Production Studio: I am the one looking up and smiling like a weirdo. Photo credit: ?*

There is no better way to discover where you see yourself than to actually go and experience it for yourself.

I had the privilege of discovering just that while traveling to New York City over the course of my college's fall break. The trip, appropriately called Career Quest, was a two day excursion that took myself and twelve other students to the inside of six companies in the marketing and media industry. All of us came from different media backgrounds: political communications majors, public relations graduate degree seekers, and much more. As a marketing major, I am interested seeking a career in public relations or advertising. However, I am also an open-minded undergrad student looking to see what inspires me. Career Quest helped me explore first-hand the industries that excite me and discover where I want myself to be in the next few years.

So, what did I find about myself and where I see myself going?

First, I found out that I bought an awesome pair of oxford heels cause I did not need to make a shoe change once on this trip. I am very proud of that fact. I hope the shoes last a long time.

Second, and on a more serious note, I found my love and excitement of public relations and marketing rekindled through Grey Communications and Hawkins PR, two very different companies that still share the same aspects of what I would like to do. The first, Grey Communications, marketing and advertising agency, was huge and the proud creator of many major company advertising projects including Cover Girl, DIRECTV, and much more. They were so big they pay a guy just to do PowerPoint presentations. Just PowerPoint. Hawkins PR, on the other hand, is a successful but small boutique PR firm that specializes mostly in travel. Despite the stark difference in size and organization, both had supportive company cultures and seemed to have what I wanted: the ability to work on different types of projects and a creative side. Additionally, I learned a lot just about the industry in general through these two companies, including the different trends and publications they follow and the practices they put into play daily.

Third, I discovered something new to me. Throughout my college career, I have been focusing on different media and trying different ways to go about being a part of them. I had considered writing in online publications, being part of a newspaper, and even working on television. I had finally settled on the business side by pursuing marketing. But, in my entire consideration, not once did I think about broadcast radio. We had the privilege to visit iHeart Radio and meet the president. His enthusiasm for broadcast radio and iHeart's success as probably the biggest player in the industry was contagious. I learned so much about the value and reach of broadcast radio. We were able to see the cool bells and whistles of the studio and the company's triumphs while we also learned about the challenges of striving to be on all media platforms available.

Finally, I experienced the future through the present. I went into New York City and walked around as an eager student and as woman with a career. I got to see how I felt in each company. I had discussions and listened in on discussions about real issues that each company currently faces. We did not just ask questions, we also answered them. We shared our opinions like we were a part of the team. I was basically a person experiencing the present and a projection experiencing the future.

All in all, Career Quest will forever go down as one of the most enlightening, inspiring, and motivating experiences I've had at GW. I would like to thank the GW Career Center, my lovely Career Quest cohort leaders, and my fellow Career Questers for helping me define my vision. Now, I am excited to start making that vision a reality.