

AMALONGBEACH'S

University Survival Guide

2020 - 2021 ed.

Tips and Tricks for Students
in the marketing World

Distributed by American Marketing Association, Long Beach
Created, Written, & Designed by Angel Gonzalez
Contributions from the 2020-2021 Executive Board, "The Press" & Members of AMA

A Message to our Members...



Congratulations fellow marketer!

Your history of hard work and dedication has led you to the next step of your future. The choices of professors, classes, and extracurricular activities are immense, and you have a lot of decision-making ahead. As you know, being a part of the college community will be a transformative endeavor, one where you can grow and share your experiences. At the California State University of Long Beach, we are known for having a multitude of opportunities for student engagement. But, you will need to manage your time and resources to make the most of it! We are now delighted to present to you a comprehensive list of tips and tricks we wish we had when we joined CSULB, and which now drives us to be successful on and off campus.

Sincerely,

Your American Marketing Association, Long Beach Executive Board



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Introduction to AMA Long Beach

Mission Statement

Our mission is to provide students with comprehensive information, community service, and networking opportunities to help our members learn in ways unique from the traditional classroom setting. Diversity, integrity, respect, and teamwork will be the key tools for our chapter's success.

Who Are We?

The American Marketing Association of CSULB is focused on connecting students and alumni with opportunities in the marketing world.

The California State University, Long Beach chapter is one of 323 active collegiate chapters of AMA across the United States and internationally, including Canada, Mexico, and Puerto Rico. A strong focus is placed on community service and fundraising and hosting activities such as Marketing Week with professional speakers.

We also help students with professional development by offering internships and providing real-world marketing experiences with our student-run agency, Agency 241.

Connect with us!



Meet The Press



President

Isaac Lee



**Vice President
of Internal Affairs**

Brisa Martinez



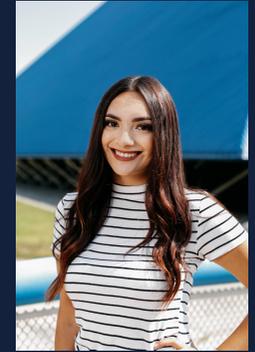
**Vice President
of External Affairs**

Alex Gomez



**Director of
Memberships**

Angel Gonzalez



**Director of
Memberships**

Rosie Rico



**Director of
Sponsorships**

Lizzy Martinez



Director of Finance

Kanika Tuon



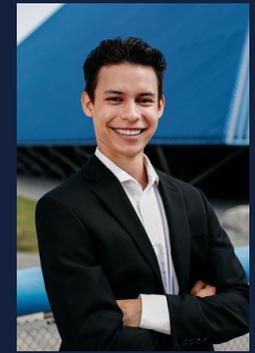
**Director of
Fundraising**

Josh Knegt



**Director of Corp
Relations**

Tania Soto



**Director of Corp
Relations**

Thomas Erling

Meet The Press



Art Director

Bao Tran



Director of Creative Affairs

Eric Pak



Social Media Coordinator

Maria Rivera



Director of Agency 241

Jessica Truong



Director of Agency 241

Ramon Barajas



Director of Community Service

Vanessa Buck



ABSOC Representative

Kevin Hernandez

Click on our profile pictures
to add us on LinkedIn!

Edition 1

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Student Advice

Selecting Your Classes and Professors

"Although the school may not recommend it, RateMyProfessor.com is quite a useful tool. You will have to take every entry with a grain of salt though. Each student has a different work ethic and those ratings may be a result of that. It is beneficial to seek out those professors whose ratings are hard. Those professors will challenge you, give you a great sense of work ethics, and improve your time management."

- Alex Gomez, External Vice President

"Another very useful way to choose your professors is by networking! Make it your goal to make at least one to two friends in every class -- especially if they are also in your major. This not only motivates you and pushes you to get out of your comfort zone and make new friends, but it also gives you the opportunity to get first-hand feedback on professors they may have had or currently have. I have found some of my favorite professors this way! Joining AMA is definitely a plus because our members are always eager to help in any way that we can."

- Maria Rivera, Social Media Coordinator

"Choose professors that are known to be challenging and thoughtful in their teaching styles. Easy won't force you to grow, but just being difficult isn't always better. In my experience, the best professors have radically split reputations — disliked by students who want an easy grade and loved by students who want to learn and are here to grow."

- Thomas Erling, Director of Corporate Relations

"When choosing professors and classes, be mindful of your schedule and your learning styles as every professor is different. Always reach out to friends, go on the CSULB Students page on Facebook to ask about professors other students may have taken and read their experiences, go on RateMyProfessor! Remember that every student has a different experience with certain professors, therefore, be prepared and practice time management effectively to do well in a class. Also, joining AMA helps a ton when choosing classes and professors as our current executive board can recommend classes/professors based on your major! Don't be afraid to ask questions and utilize your resources!"

- Kevin Hernandez, ABSOC Representative

Study Tips & Preparing for Your Exams

"Never study on an empty stomach and take mental breaks while studying. If you want to listen to music while studying make sure it's instrumental music (to boost productivity). Manage your time well so that you do not have to pull all-nighters and make sure you get a good night's sleep before an exam. It's best to give your mind a break so that your mind is fresh and ready to take on your next challenge."

- Ramon Barajas, Agency 241

"Always find and start an accountable study group. There are often times where my group covered material I forgot to go over on my own time saving me from losing out on points for my exam. On top of that, teaching course material to your group helps with memorization and also makes for a fun activity!"

- Isaac Lee, President

"If you don't feel comfortable about studying with a group or prefer doing it alone, it's always good to create a study guide (Quizlet, docs, physical, etc). Having white space can provide less stress on your eyes and make content not seem overwhelming. Having different colors for things that are more important can help you memorize things better."

- Jessica Truong, Agency241

"Add all of your exams and midterms onto your calendar when you get your syllabus and set reminders, so you are always alerted 1-2 weeks prior."

- Lizzy Martinez, Director of Sponsorships

Time Management

"Buy a planner and stick to it. Write out everything you have to do for the day, week, month, etc. (If you'd like to save some coin, you can always input everything onto Google Calendar and set up alerts)."

- Lizzy Martinez, Director of Sponsorships

"If there is a task that can be done very quickly, then get those out of the way first."

- Eric Pak, Director of Creative Affairs

"Look into using a Pomodoro timer, it helps by breaking down small time increments with breaks, and allows someone like me with a small attention-span to get stuff done."

- Eric Pak, Director of Creative Affairs

"Spend time prioritizing your most important tasks every morning. As constant distractions are very commonplace for us today, we can fall behind. That's why with a list of tasks and time limits per task, you can have a simple and organized way to stay on top of things."

- Angel Gonzalez, Director of Memberships

Handling Stress

"Exercise is, in my opinion, an underrated stress reliever. Going for a run, hopping on a bike, lifting some weights, or punching a bag are all incredibly effective ways to relieve stress and clear the mind — never be afraid to try something new! Meditation can also help if you have access to a quiet environment."

- Thomas Erling, Director of Corporate Relations

"Do not put yourself in stressful positions. Procrastinating assignments and studying will often cause high stress versus getting a head start on it."

- Ramon Barajas, Agency 241

"First, you must understand that stress is a normal part of life. Second, you must accept that there are events you cannot control. With that being said, do not procrastinate on events you can control like homework, projects, or exams. Also seek out social support as those exams and projects start to pile up."

- Alex Gomez, External Vice President

"Set time aside to do the things you love to do whether it's 30 min or even a whole day. Everybody needs a break to recharge mentally."

- Isaac Lee, President

"Pet a dog."

- Eric Pak, Director of Creative Affairs

Balancing a Healthy Lifestyle

"Always prioritize your health, even when you think you're too busy or stressed to make time for it! Your health is so important, especially during college. Things that have helped me during college are staying physically active, I like to go on walks, run, and do HIIT workouts! What you choose to eat also has an effect on how your body feels, eating/cooking whole foods help fuel me to balance staying involved in different things on campus! Your mental health is just as important too, remember to take breaks, meditate, or journal to recharge!"

-Vanessa Buck, Director of Community Service

"It is important to always manage your health and visit a doctor for any health concerns you may have physically. Make a daily routine when incorporating exercise into your schedule as exercise is the best way to cope with stress! ALWAYS prioritize your mental health, as our minds are what help us get through our best/worst days. Mental health is extremely important in college because stress and anxiety peek up on us when we least expect it. Always remember, take a deep breath, remind yourself that YOU are beautiful and amazing, and always keep in mind that you are not alone on this journey!"

- Kevin Hernandez, ABSOC Representative

Keeping a Successful Mindset

"Always remind yourself that you are worthy to be where you are and worthy to succeed."

- Isaac Lee, President

"You are your own biggest obstacle. Do not hold yourself back."

- Ramon Barajas, Agency 241

"Sometimes we are caught up in measuring our happiness through success in our grades and the amount of job offers we receive. We lose sight of who we are and instead replace that with things that do not define us at all. Remember to practice patience and persistence -- do these two things and I know you and I will achieve our goals."

- Angel Gonzalez, Director of Memberships

"Your ambition may scare people, show them your success."

- Vanessa Buck, Director of Community Service

"Don't think too much, just do it! You'll never be ready until you start it."

- Bao Tran, Art Director

"Don't beat yourself up for things you didn't do, but congratulate yourself for what you have done."

- Lizzy Martinez, Director of Sponsorships

Edition 11

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Marketing

What is Marketing?

Marketing is a world unto itself. Ever-changing and always evolving. It is the collection of **what** you are selling, **who** you are selling to, and the reason **why** your product is essential.

Today, marketing pertains to the relationship created with your clients and the value you are trying to provide them. To do this, market research and analysis must be conducted so that a better understanding of the consumer is achieved along with the types of communication they will best respond to.

Check out the official American Marketing Association definition [here](#).



What are some of the Different Roles in Marketing?

There is more to marketing than you may know! As the advertising industry continues to evolve and change over time, new roles are added along with brand new skills needing to be learned. With this quick break down, we highlight some of the trending roles that are in demand today!

Topics covered in this section:

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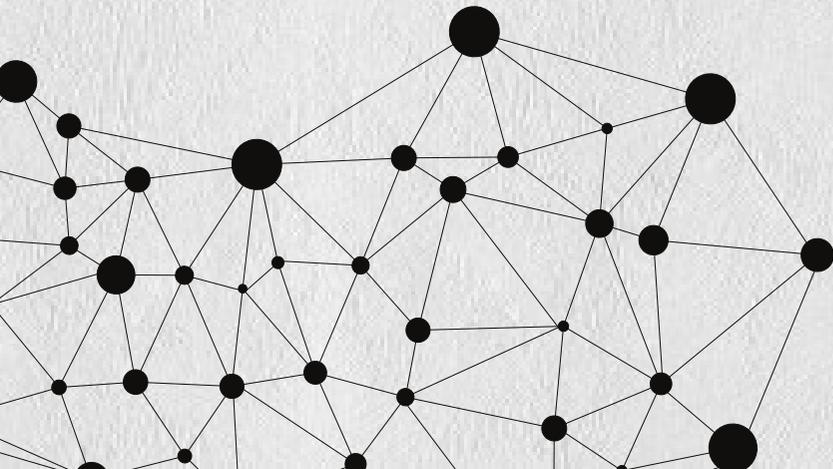
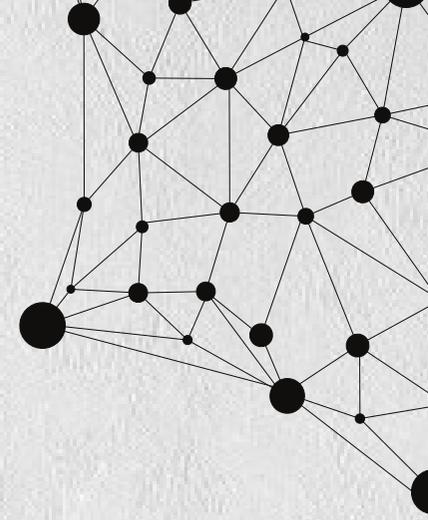
Marketing Manager

Marketing and branding go hand-in-hand. Beyond the logo design, brand marketing creates the personality and voice of a brand, while marketing takes a product or service and gets it to the consumer level. Marketing managers oversee and manage the marketing of a business and/or product. Many of their responsibilities include directing and creating budgets for brand campaigns, submitting them for approval, and reviewing advertising material to make sure it is “on brand.”

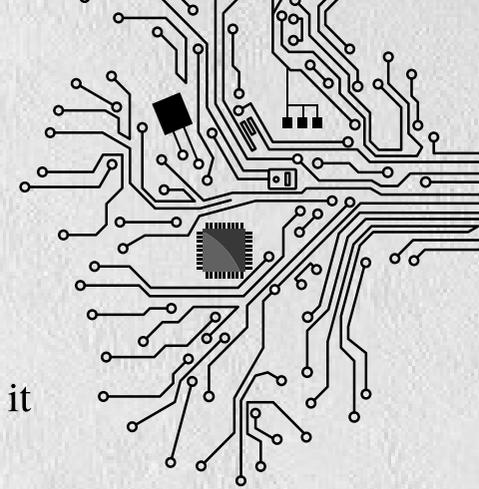
Required skills: Leadership, Product Management, Critical thinking, Analytical problem solving, Creativity, Organization, Communication

2019 Median Salary: \$136,850/yr

Source: U.S. Bureau of Labor Statistics



Digital Marketing



Simply put, *digital marketing* is any form of marketing that is seen on the internet (i.e. email, video, social media, websites). We spend a lot of time on the web which makes it easier for companies to advertise to us wherever we are, at a cheaper cost. Another advantage of marketing in the digital world is the ability to monitor the success of the return on investment of your campaigns using data analytics tools in real-time. Digital marketing includes many different aspects of marketing including *search engine optimization (SEO)*, content marketing, social media marketing, *pay per click (PPC)*, email marketing, and online public relations. These expanded marketing channels allow for a digital marketer to become a pro in targeted ads and advanced analytics tools, making this an indispensable profession in this industry.

Check out Hubspot's Free Guide to Digital Marketing for Small Businesses [here](#).

Required Skills: Video production, Social media marketing, Content marketing, Email marketing, SEO & SEM, Data analytics

2020 Average Base Pay: \$57,473/yr

Source: Glassdoor



Content Marketing



We see it. We are influenced by it. But sometimes, we are not aware of it. Content marketing is disguised in formats such as videos, blogs, social media posts, ebooks, infographics, and so on to engage potential customers and move them along the *sales funnel*. Quality content uses many forms of marketing such as social media marketing, search engine optimization, public relations, copywriting, and content strategy. To create successful content, it must offer value by providing readers **informative**, **relevant**, and **consistent** material that generates interest in products or services rather than drawing attention to the brand itself.

Required Skills: Copywriting, Editing, Communication, SEO, Graphic design, Photography, Videography, Social media fluency

2020 Average Base Pay: \$49,114/yr

Source: Glassdoor



Copywriter

“A copywriter is a salesperson behind a typewriter”

- Judith Charles, President of Judith K. Charles Creative Communication

Typewriter or computer, a copywriter writes the text for advertising material such as websites, brochures, billboards, emails, advertisements, catalogs, and more. This text is known as “*copy*.” The purpose of the copy is to increase brand awareness and persuade the reader to take a particular action. These actions might be to research a product, engage with a company, and ultimately make a purchase decision. Becoming a copywriter does not require a formal education or experience in many cases. You can start now by taking copywriting courses, reading books on copywriting, and by practicing!

Books to get you started:

1: *Ogilvy on Advertising*, David Ogilvy

2: *The Adweek Copywriting Handbook*, Joseph Sugarman

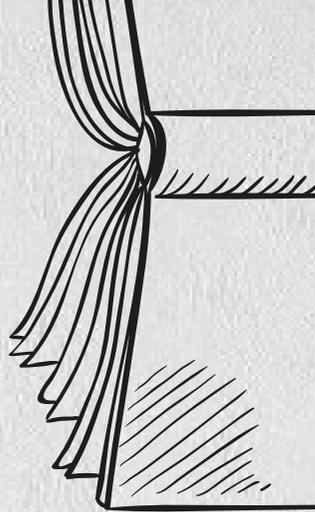
3: *The Boron Letters*, Gary C. Halbert

4: *The Copywriter’s Handbook 4th ed.: A Step-by-Step Guide to Writing Copy That Sells*

Required Skills: Entrepreneurship, Creativity, Communication, Research, Headline creation, Sentence structure, Grammar, Vocabulary

2020 Average Base Pay: \$67,670/yr

Source: *Glassdoor*



Social Media Marketing

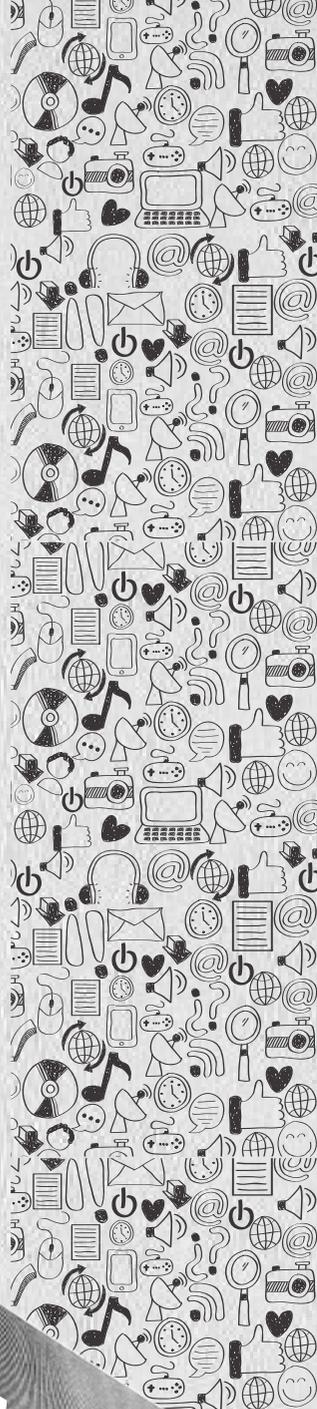
Social media has captured the attention of just about 50% of the world's population which is over 3 billion people! (Statista). We are no longer captivated by older channels such as television and radio -- we enjoy interacting with brands with which we identify our values and personality. The role of social media marketing is to utilize social media platforms to engage with their audience, create sales conversions, and help with SEO to drive website traffic. Businesses utilize social media management tools such as *Hootsuite* which provides access to analytics, upload schedule management, and improving their social presence.

Today's major platforms of 2020 are Facebook, Instagram, Twitter, Snapchat, Tik Tok, LinkedIn, YouTube, and Pinterest. Now think in your head how many of these are you currently active on? With a big portion of our daily lives being consumed with social media, we expose ourselves to content being targeted toward us. It's a growing business and a big reason why so many marketing students want to become social media managers.

Required Skills: Copywriting, Content Creation, Design, Organization, Mastery of social media analytics tools

2020 Average Base Pay: \$52,236/yr

Source: Glassdoor



Marketing Research



If you have ever taken part in a survey or have been in a focus group, you have participated in marketing research. Marketing research is defined as the **collection**, **recording**, and **analysis** of primary and secondary data relevant to marketing decision making. The goal is to identify and assess how changing trends in consumer behavior are a result of changes in the marketing mix (product, price, place, promotion). This is not to be confused with market research, which is a subset of marketing research. Market research gathers information on a company's target market, market size, and market segmentation. Marketing research on the other hand pertains to monitoring marketing performance and effectiveness, concept testing, brand aptitude, and learning about customer satisfaction.

Required Skills: Consumer behavior knowledge, Survey research design, Questionnaire design, Reporting and presentation, Data processing, Tabulation, Data management

2020 Average Base Pay (Market Research Analyst): \$52,948/yr

Source: Glassdoor



Search Engine Optimizer Specialist

When a company's website is not attracting their targeted visitors and converting them into paying customers, a search engine optimizer specialist is needed to come to the rescue. An SEO specialist **analyzes, reviews, and implements** changes to websites so that they are optimized for search engines such as Google Chrome, Safari, and Firefox. To do this, you must first identify a company's goals and understand their target market. Adjustments such as adding content with specific keywords or phrases, rewriting HTML tags, testing website layouts, and fixing structural issues are done to help the client's website pages rank higher in search engines. Positive results produce relevant search results, an improved user experience, growing site traffic, and increased brand awareness.

Required Skills: HTML, CSS, SEO Copywriting, Blogging, Keyword research, Website design and development, Web analytics

2020 Average Base Pay: \$53,110/yr

Source: Glassdoor



Data Analyst

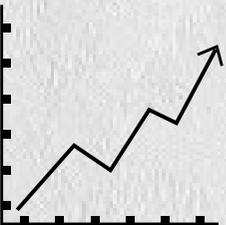
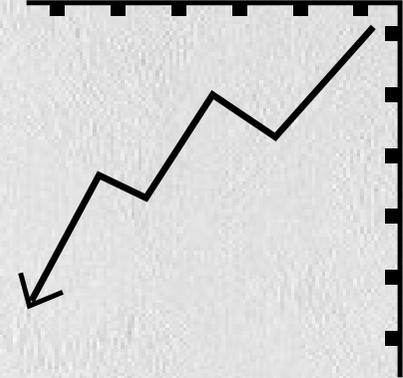
A data analyst provides value to a company by **gathering and retrieving data** on specific topics, **performing statistical analysis** of the data, and **organizing** it to reach meaningful conclusions which are then compiled into comprehensive reports. Similar to an SEO specialist, a data analyst must define the problem and determine the needs of their client. Many jobs in data analytics involve uncovering trends and making predictions about the future to help organizations make better business decisions. After coming to a conclusion, data analysts translate and present their findings in unique ways using graphs, charts, tables, and digital graphics.

Required Skills: Programming languages (R/SAS), SQL databases, Creative and analytical thinking, Communication, Data visualization, Database Query Languages, Data mining and cleaning

Important tools: Google Analytics, Tableau, Jupyter Notebook System, Github

2020 Average Base Pay: \$67,105/yr

Source: Glassdoor



What is a Personal Brand?

Who are you? How do you differentiate yourself from your competition?

*"Personal Branding is being the **best version of yourself!** Your talents, skills, personality, confidence, and style. Your personal brand is what you envision yourself being, your uniqueness, and what makes you stand out is your brand! Embrace everything about yourself and this will show when leaving that interview."*

- Kevin Hernandez, ABSOC Representative

*"Personal Branding is **the story people tell about you** when you're not in the room."*

- Kanika Tuon, Treasurer

*"A Personal Brand is who you are. The moment you walk out the door people will get a sense of who you are by the clothes you wear, to the way you walk. **Only you can decide your brand.**"*

- Alex Gomez, External Vice President

*"A Personal Brand is **what you want to be known for.** Whether it is personality, preferences, etc., it's something that people will say when talking about you."*

- Jessica Truong, Agency241

How Can I Get Experience Now?

*"The American Marketing Association offers a great resource that allows AMA members to work on real projects from actual clients. **Agency 241** is a student-led marketing agency that allows students to jumpstart their careers by putting their unique abilities into practice. We offer positions including Website design, Email Marketing, Copywriting, Digital Design, Social Media Marketing, and Account Management. Apply now! Being a part of this experience has helped us and countless others find internships and job opportunities."*

- Ramon Barajas and Jessica Truong, Agency 241

*"**Take advantage of your resources!** Students get Adobe Creative Cloud (which comes with Photoshop, InDesign, Lightroom, etc) for only \$20 a year! Students also get LinkedIn Learning. LinkedIn Learning is a great platform to build up a portfolio of online certifications by learning about a wide range of topics from industry experts. Not only will it benefit you skills-wise, but it will look great on your LinkedIn profile and resume!"*

- Rosie Rico, Director of Memberships

*"**Start your own personal projects.** If you want to practice developing websites then try building a website for yourself where you can post any previous projects you've done. Network with those around you if you have any questions or get stuck."*

- Thomas Erling, Director of Corporate Relations

Staying Active on Campus

*"AMA Long Beach has invaluable opportunities and services that are helpful to all students with an interest in marketing. We offer firm tours, member-exclusive events, and guest speakers from companies such as Nike, LinkedIn, and various advertising agencies in the Los Angeles and Orange County area. Not only will AMA bridge the gap between your classwork and the professional world, it **may inspire what you want to do for the rest of your life.**"*

- Isaac Lee, President

*"Getting involved on campus is extremely rewarding! My advice is to find a club/organization you connect with and be actively involved. Don't be afraid to show up without knowing anyone because you will meet so many new people in college. I think it's super important to **take advantage of the resources and networking opportunities that being involved can offer you during your time at Long Beach!**"*

- Vanessa Buck, Director of Community Service

*"Network with your peers in clubs and classes because you'll never know what can grow from it. Your peers **might become your coworkers, bosses, or even work for you one day!**"*

- Kanika Tuon, Director of Finance

*"Networking is KEY. You never know who you can meet and new opportunities that could be presented simply just by making friends and being involved. Although, it will be a different experience online, taking the step to check out different club meetings via ZOOM and see which club resonates with you. Being a part of AMA has been one of the best decisions I made. I have gained new connections, lifelong friends, and **gained experience that will help me in my professional career.** I have grown so much within AMA and I know you will too!"*

- Brisa Martinez, Internal Vice President

Tips on Networking

"Be confident with who you are and what you say because no one knows you better than yourself."

- Isaac Lee, President

*"If you attend a meeting with a guest speaker that really resonated with you, you should **add them on LinkedIn** - it's good to add a personal note too. For example, if you are interested in influencer marketing and a guest speaker happens to do that in the industry, add them on LinkedIn, get a conversation going, and eventually, you can ask if they have any opportunities."*

- Jessica Truong, Agency241

*"Don't ask people the same boring questions. Do some research on the person beforehand to learn what their interests are. **Try to start conversations using what you learned.**"*

- Josh Knegt, Director of Fundraising

*"One of the biggest tips I have learned in regard to networking is to simply **be yourself!** People see right through you and they most often than not can tell when a connection is genuine. Being yourself will help ease any nerves while also showing your true authentic self!"*

- Maria Rivera, Social Media Coordinator

How to Intern the Right Way

"Ask Questions! This shows that you care about the company and are passionate."

- Rosie Rico, Director of Memberships

"Always go above and beyond what's expected. If you finish a task early, ask what else can be done."

Demonstrate initiative!"

- Josh Knecht, Director of Fundraising

"Make sure to do your research beforehand! Companies love when you do your research so your questions can be more concise. Knowing who works there is also key in showing that you care about the company you are interning for!"

- Kevin Hernandez, ABSOC Representative

Getting Your First Internship

*"Show that you're **passionate, willing to learn, and put the work into the internship position.** Recruiters enjoy hearing that you're a team player and are willing to put the work in."*

- Brisa Martinez, Internal Vice President

*"Show what you can do and why you would be a great fit for the position, don't be afraid to brag, **use your networks,** and apply for internships! I have had the opportunity to be a campus ambassador for Bumble, LaCroix, HBO, and Course Hero."*

- Vanessa Buck, Director of Community Service

*"The key to getting any job is **quantifying your results** on your resume with the mentality of staying competitive. Recruiters need to be able to measure how much of an impact you made. The results need to be impressive but not unrealistic so use caution when using big numbers Bad Ex: increased lead generation by 200%. Good example: coordinated a digital marketing campaign with AMA Board members that resulted in a 20% increase in membership sign ups."*

- Josh Knecht, Director of Fundraising

*"The **Applicant Tracking System (ATS)** is a software program that scans your resume to search for keywords relevant to the job listing you are applying for. When submitting your resume online, tailor your skills and previous work experience using those keywords to match what the employer is looking for in an applicant. It's better to do your research on a company and take your time with your resumes, otherwise, they may get discarded. If you want to secure your spot within a company, you will also have to find ways to stand out from other applicants. Reach out to professionals working in the position you want on LinkedIn and connect with them!"*

- Angel Gonzalez, Director of Memberships

Edition III

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Success Stories
From our
Members

Current Member Success Stories

"When I decided to join AMA, I was very nervous, but the committee are all very welcoming and eager to answer any questions. I decided to attend the Firm Tours which really helped me realize this is exactly the profession I want to be in and made me realize there's so many avenues to learn about to really figure out what you're interested in. Everyone at AMA puts in their effort to bring value and they most certainly do, especially every Monday they would bring amazing speakers to give more insight in the marketing world. I also joined Agency 241, which has been such an amazing experience. Definitely recommend it because you get real life experience working with a company to enhance their brand. You also get to work alongside your fellow classmates and have fun along the way. Its okay to be nervous, as long as you sign up and commit!"
- Samuel Huerta, Member since 2018

"While being a member in AMA I had the pleasure of being an AMA Ambassador alongside Rosie Rico, Alex Gomez, & Alex Kirkendall. Being apart of AMA helped me figure out what i'm passionate about and gave me insight on what it takes to achieve a desired goal. But all in all, I would have to say that attending

the ICC in New Orleans impacted me the most because it allowed me to develop my network, connect with members from other AMA chapters, and left me with unforgettable memories!"

- Karina Quintero, Member since 2019

"When I joined AMA as a member, I ended up being part of a beautiful group that guided me to become more involved in marketing. Most of the e-board members encouraged me to get an internship and gave me the opportunity to grow. Furthermore, I was able to be part of many events and had a couple recommendations to become an ambassador at Cal State Long Beach. What impacted me the most as an AMA member is that we are a F-AMA-LY and care about each other to succeed. I was able to be part of NOLA which was an awesome experience. We got to compete with many different universities around the U.S and be able to finish top 20 nationwide. I feel that AMA is an opportunity that can help you get out of you're comfort zone and get you prepared for future job opportunities."

- George Reategui, Member since 2019

Former Member Success Stories

"My life did a complete 360' pivot on Feb 5th, 2018 when I, an exploratory and curious Junior student - completely new in the world of marketing - attended my first AMA meeting in COB 140. From being welcomed by the incredibly friendly AMA E-Board (and the delicious cheesy pizza), my astounding experiences with each individual E-Board Director, AMA member, and guest speaker helped reveal an ambitious, inner marketer I never knew I had within me. After running for a few positions in elections, I was selected as Director of Corporate Relations, and my role was oriented towards bringing the most knowledgeable, experienced, motivating and diverse set of marketing/business professionals to the AMA Long Beach guest-speaker meetings, along with coordinating spectacular firm tours for AMA members. The next chapter in my AMA journey revolved around courageously taking on the role of President in 2019/2020! As a Top 20 chapter around the nation for two years in a row, AMA Long Beach scales up every year by growing your professional and peer-to-peer network as well as giving you exclusive opportunities to build your resume. Remember - the only thing AMA members regret is not joining earlier. Having an AMA

family so dear and close to your heart is the best thing that can happen to you!"

- Sheena Dhawan, Former President

"Joining the American Marketing Association is one of the most influential (if not THE most) decisions of my college career. For two years, I served on the executive board as the Director of Events and as the Vice President. Taking on these roles were the fundamental reason why I loved my college experience because I got to hone my leadership abilities while meeting influential figures in the local marketing community. What impacted me the most were the people I met in AMA. From industry professionals to the students, the memories that were made with the people I was able to connect with will last me a life time. When I reflect back on my time at CSULB, the first thing that I remember is the American Marketing Association and how crucial it was to my growth."

- Shayna Morrison, Former Vice President

Former Member Success Stories

"Alongside my partner in crime, Sheena Dhawan, I secured all of the dope guest speakers and booked tours to advertising agencies. My goal was to find professionals from diverse backgrounds to inspire others through their own stories of hardship and triumph.

I got to participate in The One Club's Creative Bootcamp at 72andSunny. I didn't know how ad agencies worked, and seeing an open-office layout with its beer-on-tap made me realize I chose the right career path. My anxiety was relieved when I found out this industry was full of chill people that don't wear suits and play golf all day long. Participating in that bootcamp allowed me to network and meet tons of professionals that I still talk to this day.

*I'm sure some AMA peeps have seen my work already... I'm the evil genius behind @in.door.recess which is my scrappy solution to canceled internships during this stupid pandemic. My advice to anyone: if you come up with a crazy idea, just f*cking do it if you believe in it. And here's my final advice:*

Find out what you dislike, and do it fast. Marketing and advertising is full of math, communications, art, and a bunch of other things. There's bound to be

*something that you'll be good at. But it might take you a while before you find out what you actually like. Try everything out in school before you f*ck yourself over and end up graduating without a passion. Passion is everything in this industry. Be curious."*

- Johnny Thai, Former Director of Corporate Relations

"I started in AMA as a director of Membership in 2017 and then Director of Corporate relations 2018. I genuinely think that AMA as a whole impacted me the most because of the like minded individuals, connections, opportunities and long term friendships I created along the way. Starting as a transfer student I knew I had to get involved in school if I wanted to have a job outside of college right away. I always had an interest for automotive marketing but coming from a Communications major background I knew I would have to work extra hard to secure a position because I wasn't starting off with marketing as my major. When I was a director of corporate relations I made the most of my position and became close to most recruiters at agencies that I knew and loved and stayed connected. Not only did I set up tours but on those agency tours I made long lasting connections to individuals in the field

Former Member Success Stories

that I still freely talk to and receive mentoring from.

As for what I am currently doing, I'm close to hitting my 1 year mark at Team One. I currently work as an Assistant Media Planner on the Lexus Dealership Association Team and work closely with a vehicle brand that I genuinely love."

- Josh Martinez, Former Director of Corporate Relations

"In AMA, I took on the role as the Director of Memberships from 2019-2020. I was responsible for recruiting new members into the organization and ensuring that they had the best experience possible while being a part of our fAMAlly. It was very surreal being able to see the members personal growth while being a part of the organization. I had the opportunity to see multiple individuals come out of their shells and eventually take on positions for the current semester. AMA has had a huge impact on the person that I am today. It has given me the skills necessary to succeed in the workplace after college. I will always cherish the memories that I have made being a part of this great organization!"

- Ricky Quintero, Former Director of Memberships

"During my time in Long Beach AMA, I started out as a general member/AMA Ambassador and then in my second year, I became Vice President of the org. Having been in the workforce for over a year now as a Brand Success Coordinator at Reddit, Inc., I can honestly say that I am where I am today because of my participation with AMA. There are no other opportunities on campus that give you exposure to top agencies and brands for professional development. There are so many marketing majors in the world...being involved and active in AMA gives you so much of an advantage when you apply to jobs. If I could give any advice I would say to suck as much out of your time with AMA as possible. I promise it'll pay off!"

- Codey Schimelpfenig, Former Vice President

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