COMMUNICATION CAREER DAY
2018

WELCOME BACK, ALUMNI!

10TH ANNUAL COMM CAREER DAY
4.28.18
1:30-3:30PM
CORWIN PAVILLION
=COMMCAREERDAY2018
The Communication Alumni Council and the UCSB Department of Communication present
10th Annual Communication Career Day
Saturday, April 28

SCHEDULE & PARTICIPANTS

1:00pm  Check-in and mingle in Corwin Pavilion’s Lagoon Plaza
1:30pm  Opening remarks by Communication Dept. Chair Norah Dunbar
        Keynote address: Audra Lowe -- TV Host, Producer, and Voiceover Artist
1:50pm  Panel Series
        Maureen Carrig – Salary Negotiation
        Jody Miller – The Sure Way to Find Success & Happiness after College
2:15pm  Alumni “Speed Mentoring” Sessions
        See the screen in Corwin for the table locations of each of our alumni.
3:30pm  Career Day activities end; undergraduates depart Corwin
3:45pm  Wine reception in Corwin for alumni with faculty, graduate students & staff

COMMUNICATION ALUMNI MENTORS  (#hashtags indicate career and industry areas):

ABBY BATCHELLER:  Strategic Planner, Amusement Park, Inc.  
          #advertising #promotions
MARIA BIANCO:  People Services Generalist, Houzz  
              #humanresources #teammanagement
JOHN BOLLEN*:  Chief Digital Officer, Mobilitie  
             #informationtechnology #digitalstrategy
CAROL BRIDGEMAN*:  Lead Teacher, Bright Horizons  
          #education #humanresources #mentorship
SCOTTY CARPER*:  CEO, SCMN Consulting  
         #consulting #advertising
MAUREEN CARRIG*:  Senior Public Relations Manager, Robert Half  
         #publicrelations #corporatecomm
DENNY DIRECTO:  Host/Senior Producer, ETonline.com  
             #media #entertainmentindustry
XIAOXUE DU:  Technology Specialist and Doctoral Student, Teachers College, Columbia University  
      #instructionaltech #teaching #gradschool
NICK DUGGAN*:  People Development Leader, AppFolio  
            #employeeengagement #businesscomm
JEANETTE GIBSON*:  Digital Marketing Consultant  
      #digitalmarketing #consulting #socialmedia
ALADRIAN GOODS*:  Guest Experience Specialist, Lexus  
           #guestexperience #digitalmarketing #events
JUSTIN HANNAH:  Manager of Marketing Technology, Hulu  
             #digitaladvertising #digitalmarketing
BRANDON JAMES:  Owner, C2R Productions & Video Communications Coordinator, UCSB  
            #videoproduction #cinematography
ALEXANDER KANISH:  Senior Manager of Sponsorship Marketing & Celebrity Engagement, City of Hope  
          #marketing #celebrityengagement #events
JASON KEARNAGHAN*:  Partner, Sheppard Mullin Richter & Hampton  
           #law #employmentlaw #laborrelations
MEGHAN KILLIAN*:  Associate Attorney, Duane Morris LLP  
            #law #copyright #intellectualproperty
BRIANNA KOCH: User Experience (UX) Designer, AppFolio  
#digitaldesign #customerrelations

KILMA LATTIN: Businessman; Founder, OurGames! LLC  
#mediastategy #government #leadership

CHRISTOPHER LINCOLN: Producer/Director, Flying Fish Productions  
#sports #broadcasting #tvproduction

ALIZAH LIPSON: Account Representative, CJ Affiliate  
#humanresources #clientrelations

AUDRA LOWE: TV Host/Producer/Voiceover Artist; Correspondent for “Celebrity Page TV”  
#television #entertainmentindustry #news

CHRISTY MAHAR: Product Marketing Manager, AppFolio  
#techmarketing #customerrelations

AJA MARSHALL: Motion Picture Literary & Media Rights Assistant, Paradigm Talent Agency  
#entertainmentindustry #talentagency

CHRIS MATHERS: Teacher, Middle School & High School  
#workingwithteens #educ #publicspeaking

JAY MATHESON: Business Development Executive, Apple Inc.  
#sales #technology #marketing

DANA MELTZER: Media Buyer, Campbell Ewald  
#advertising #media

JODY MILLER: President & CEO, C2C Strategic Management  
#employeeengagement #worklifehappiness

JUSTINE MILLER*: TV Reporter, News 12, NYC  
#journalism #TVreporting

CORI OCHOA: Lifestyle and Success Coach, Cori Ochoa  
#lifecoaching #entrepreneurship

FRANCESCA PALERMINO: Programs Assistant, ONDAS Student Center and Transfer Student Center at UCSB  
#mentoring #studentsuccess

ALEXEI PIZAREV*: Senior Manager, Campaign Management, Valassis Digital  
#digitaladvertising #marketing

ALEXANDRA PLATT*: Talent Project Manager, Procore Technologies  
#talentrecruiting #alumnirelations

ALIJAH RIVERA: Assistant Media Planner (Digital), Essence  
#digitalmarketing #consumerresearch

PAIGE PARSONS ROACHE: Independent Entrepreneur & Creator, Vegan Rama Mama  
#socialmedia #entrepreneurship #activism

SHERI ROSENBERG*: Finance Manager, Innovate Public Schools  
#financialoperations #strategicpartnerships

MIKE SCALISE*: Senior Account Executive, Team Lead, Genbook  
#sales #internationalbusiness

FLO SIEGEL: Teacher, Polytechnic School  
#teaching #education

ERIN BERGAMO TACY*: Executive Director, Worldwide Communications, Lenovo Data Center Group  
#companymessaging #pr #crisiscomm

SALLY TANNENBAUM*: Retired Communication Professor, California State University, Fresno  
#learning #politicalengagement #consulting

KAREN THORLAND: Senior Vice President & Deputy General Counsel, Motion Picture Association of America  
#entertainmentlaw #copyright

BRYANA VOLKENANT: Account Executive, Lamar Advertising Company  
#sales #advertising

LINDSAY VONG*: Campaign Marketing Senior Associate, Salesforce.org  
#brandawareness #marketing #events

NOELLE WHITE: Associate Brand Manager, Pharmavite  
#brandmanagement #publicrelations

ERIC ZACKRISON*: President & CEO, IDI.US Inc  
#businesscomm #consulting #management

*Member, Communication Alumni Council
COMMUNICATION ALUMNI MENTORS

**ABBY BATCHELLER,** Class of 2014  #advertising #brandpromotions

Abby is a Strategic Planner at Amusement Park Inc., a Southern-California-based full-service advertising agency that provides services to brands such as DOLE, LG, Wienerschnitzel, and the Los Angeles Angels of Anaheim. In her role, she conducts research for client projects and then forms creative strategic approaches to deliver messages to the right people on the right platforms in the best way possible. Abby graduated from UCSB with a B.A. in communication, a minor in professional writing (professional editing track), and a certificate in sports management.

**MARIA BIANCO,** Class of 2012  #humanresources #teammanagement

Maria is People Services Generalist at Houzz, the leading online platform for home remodeling and design. She uses her leadership experience to enhance employee growth and career potential while helping them navigate the distinctly dynamic environment and culture of a startup. Prior to her transition to human resources, she played an integral role in growing a sales support department at Houzz. Under her management, she scaled the team from seven to more than 40 account representatives. Maria is passionate about providing guidance to those forging their own career paths and encourages recent graduates entering the workforce to connect with her. In her free time, Maria enjoys diversifying her writing portfolio and is currently exploring freelance opportunities. She earned her B.A. in communication and minor in professional writing with an emphasis in editing.

**JOHN BOLLEN,** Class of 1994  #informationtechnology #digitalstrategy #productdevelopment

John currently serves as the Chief Digital Officer at Mobilitie, the largest private network infrastructure and services company in the United States. In this role, he is responsible for creating and executing the long-term strategic plan to evolve Mobilitie’s digital and product capabilities across touch points for all clients and customers. John brings over 25 years in technology and product development experience working in various start-ups in the Silicon Valley to working in multi-national corporations, such as NBC Universal and MGM Resorts. He has substantial experience in the field of information technology and he specializes in digital strategy, product development, construction, and guest experience design. Prior to joining Mobilitie, he served as the Chief Digital Officer at MGM Resorts International. In addition to his B.A. in communication from UCSB, he earned an M.B.A. from the University of San Francisco.

**CAROL PFIFFNER BRIDGEMAN,** Class of 1979  #education #humanresources #mentorship #management

Carol currently works in early childhood education as Lead Teacher at Bright Horizons in Seattle. She has spent more than 30 years working in education, human resources/administration, and project-and-event management. She is a community organizer with a passion for team-building and mentorship. She spent over a decade as the Director of Children’s Ministries at a church in Southern California, and in addition to her professional pursuits, she has been deeply involved in several local non-profits and theater companies. While at UCSB, she was an active member of Delta Gamma.

**SCOTTY CARPER,** Class of 1998  #advertising #consulting #filmindustry

Scotty is the President of SCMN CONSULTING, a media advertising, talent representation, and real estate consulting firm. His focus is on improving his clients’ overall brand and helping them create detailed marketing and action plans that are tailored for their specific needs. He has also connected with the film industry and is the Executive Producer of his 6th film. His most recent film, Life in Color, has been selected as a finalist for Best Short Film at the 2018 Cannes Film Festival. Scotty is also a minority owner for United Studios of Self Defense, in which he oversees the marketing and advertising division. While at UCSB, he was a double major in communication and law & society, he worked for Congressman Richard Gephardt on the National Television Violence Study, and was awarded the Chuck Loring Greek Man of the Year.
MAUREEN CARRIG, Class of 1992  #publicrelations  #corporatecomm
Communication Alumni Council & Career Day Panelist

Maureen is Senior Public Relations Manager for Robert Half, a global recruiting firm. She manages research initiatives and works with top-tier media outlets to secure coverage on employment, workplace opportunities, and career trends. Maureen’s career in public relations and corporate communications spans more than 20 years. Prior to her current position, she worked in the travel, technology and financial services industries. At UCSB, Maureen was a campus tour guide for three years and perfected the ability to walk backwards while dodging bicycles. She interned at the Santa Barbara Museum of Natural History and volunteered for the Community Affairs Board.

DENNY DIRECTO, Class of 2010  #media  #entertainment

Denny is a Host/Senior Producer for ETonline.com, the digital leg of Entertainment Tonight and CBS Television Distribution. His work includes producing original content for the web, such as major red carpet events, hosted celebrity interviews, feature packages and brand integrations. Denny is also the host/executive producer of ET’s flagship YouTube show, 'The Daily Denny,' which he helped launch in 2017. While most kids were reading comic books at 10-years-old, Denny was flipping the pages of an Entertainment Weekly. He eventually focused that absurd passion for entertainment and media toward a B.A. in communication and film & media studies. During his time as a Gaucho, he was an active member of AS Program Board, IV Tenants Union and served as the social media intern for the UCSB Alumni Assoc.

XIAOXUE DU, Class of 2014  #instructionaltech  #teaching  #gradschool

Xiaoxue is a Technology Specialist on the Center for Technology and School Change Professional Development team at Teachers College, Columbia University. She has prior experience as a teacher and instructional specialist in both public and private school settings, as a researcher and a facilitator. Xiaoxue is in the doctoral study program of Instructional Technology and Media program, Teachers College Columbia University. Prior to studying at TC, she was the technology fellow at the Treaty Section, Office of Legal Affairs, United Nations. Xiaoxue holds an M.A in technology specialist from Teachers College, Columbia, an M.A in politics from New York University, and a B.A in communication from UCSB.

NICK DUGGAN, Class of 2000  #employeeengagement  #businesscomm
Communication Alumni Council  #consulting  #humanresources

Nick currently leads Learning & Development as part of the HR team at AppFolio, a high-growth software company based in Santa Barbara, and he also provides independent consulting through his Deeper Engagement business. With more than 20 years’ experience developing people and organizations, Nick is passionate about helping companies improve employee engagement by making work more meaningful. Before joining AppFolio, Nick served as head of global employee and executive communications for Citrix GetGo (now LogMeIn). He previously founded QuestSpace Coaching, an innovative soul-centered coaching model to help clients find solutions to their life and business challenges. He began his career in the healthcare industry with event planning and corporate training roles at companies including DaVita, the American Heart Association, Prometheus Laboratories, and The Zitter Group. In addition to a B.A. in communication, Nick also has a master’s degree in organizational psychology from William James College.

JEANETTE GIBSON, Class of 1992  #digitalmarketing  #consulting  #socialmediastategy
Communication Alumni Council

Jeanette has more than 20 years of experience in communication and digital marketing. She is currently advising startups and companies in the high tech sector on social media strategy and customer advocacy. Previously, she served as VP of Community at Hootsuite, a leading social media company, where she was responsible for creating vibrant online communities for Hootsuite’s 12M+ users. Prior to Hootsuite, Jeanette was Sr. Director of Social Media and Digital Strategy at Cisco Systems where she championed B2B social media engagement and led social media, digital and PR teams during her 15 year tenure. She is passionate about communication and serves as a keynote speaker at industry conferences, hosts webinars and corporate training sessions and enjoys mentoring and sharing her experience with others. While at UCSB, Jeanette was a member of Alpha Delta Pi Sorority and worked at KCSB radio station, LaCumbre yearbook, and interned at KSBY-TV and KTMS Newstalk Radio.
ALADRIAN GOODS, Class of 2012  
#guestexperience  #digitalmarketing  #events  
Communication Alumni Council

Aladrian currently creates amazing support for Lexus vehicle owners as a Guest Experience Specialist at Toyota North America Headquarters in Plano, TX. She brings a variety of professional experience, ranging from startup marketing and branding to digital marketing and event management. She also traveled the world teaching English and empowering people to #sharewhatyoulove. When she graduated from UCSB, she was a recipient of the Vice Chancellor’s Award for Leadership, Scholarship, and Citizenship. While at UCSB, Aladrian served as the manager of the Women’s Basketball Team during the year the team won the conference championship. She also served as a Resident Assistant in Santa Catalina North Tower and as the Cultural Arts & Lectures Coordinator for the Associated Students Program Board.

JUSTIN HANNAH, Class of 2011  
#digitaladvertising  #marketing

Justin is the Manager of Marketing Technology at Hulu. From social platforms like Snap and Facebook to Yahoo’s homepage, Justin oversees the engine that brings Hulu’s ads to you. He is responsible for all technology based partnerships and integrations supporting Hulu’s marketing efforts across the digital ecosystem. This role has afforded him the opportunity to work with some of the world’s largest companies, such as Facebook, Salesforce, IPG Media Brands, and LinkedIn. The end goal of these efforts is always to drive increased efficiency and bring more people into the Hulu family. Before joining Hulu, Justin spent five years at SteelHouse, a Culver City based Ad Tech company, where he worked his way up from an Ad Operations role to become the Director of Emerging Solutions, responsible for testing and developing all technology partnerships.

BRANDON JAMES, Class of 2012  
#videoproduction  #cinematography

Brandon is the Creative Director and Owner of C2R Productions where he creates media for nonprofits, corporations, and small businesses. He is strongly connected with UCSB as he served as an Assistant Resident Director for Santa Rosa Hall until he pitched a job opportunity to the UCSB Student Affairs Division, making him the first ever Video Communications Coordinator for the Division. During his 3.5 years as Video Communications Coordinator, Brandon supported 27 student affairs departments, built a studio within the Student Affairs Division, and created the Student Affairs Media Internship (SAMI) where he mentored over 30+ students. Digital content is the now and the future and Brandon is on his path to fortifying his stake.

ALEXANDER KANISH, Class of 2011  
#marketing  #celebrityengagement  #events

Alexander is Senior Manager of Sponsorship Marketing & Celebrity Engagement at City of Hope, a comprehensive cancer treatment center in Southern California. He oversees all aspects of execution including event organization, celebrity engagement, sponsor communication and solicitation of new sponsorships. Previously, Alexander worked with The Krim Group, where he helped local and national non-profits connect with corporate donors and celebrity advocates. He has also worked as a Business Development and Events Manager at Brand Innovators, producing over sixty annual conferences and retreats for entrepreneurs and marketing executives. He also served as an Executive Manager at FilmBreak, where he launched the Events Department and helped manage film acquisition and licensing. He holds a BA in communication and a certification in entrepreneurial management from UCSB.

JASON KEARNAGHAN, Class of 1995  
#law  #employmentlaw  #laborrelations  
Communication Alumni Council

Jason is a Labor & Employment Partner in the downtown Los Angeles office of Sheppard Mullin Richter & Hampton, LLP, an AmLaw 100 international law firm. Jason represents employers in state and federal courts with respect to all facets of employment law including wrongful discharge, employment discrimination, retaliation, sexual harassment, and hostile work environment. He also has substantial experience representing employers in union negotiations, organizing campaigns, elections, union grievance proceedings and unfair labor proceedings. Prior to joining Sheppard, Mullin, Richter & Hampton LLP, Jason practiced business litigation in the healthcare context. His practice included contractual disputes and managed care liability for Fortune 500 healthcare service providers and subsidiaries. He also served in the United States Navy Judge Advocate General’s Corps as a trial attorney in criminal prosecution. While at UCSB, Jason was an active member of Sigma Phi Epsilon fraternity.
MEGHAN KILLIAN, Class of 2010

Communication Alumni Council

MEGHAN KILLIAN, Class of 2010  #law #copyright #intellectualproperty

Meghan is an Associate Attorney at Duane Morris LLP in San Francisco, where she specializes in trademarks, copyrights, and brand protection. She received her law degree from the University of San Francisco School of Law, specializing in Intellectual Property Law. Meghan double majored in communication and psychology at UCSB. While at UCSB, she served as treasurer for the Lambda Pi Eta Communication Honor Society and was a research assistant for a graduate student researching communication accommodation within law enforcement-civilian interactions.

BRIANNA KOCH, Class of 2015  #userresearch #digitaldesign #customerrelations

Brianna is a User Experience (UX) Designer at AppFolio, a tech company that makes software for property managers. As a UX Designer, she conducts user research to understand their customers' problems, discover parts of their software that aren't easy to use, and identify opportunities for improvement. She communicates these findings to her team of engineers and product managers and collaborates with them to design digital interfaces that enrich their software and make their customers' lives easier. She graduated from UCSB with a B.A. in communication and a certificate from the Technology Management Program. During her time at UCSB she worked for campus housing as an RA and a Marketing Assistant. She was involved in Lambda Pi Eta and the UCSB American Marketing Association.

KILMA LATTIN, Class of 2002  #mediastrategy #government #leadership #politicalcampaigns

Kilma is a recognized expert in communication and communication strategy. His work in communication and media led to an Emmy Award in 2013 for a documentary about the experiences of Native American veterans. He won three successful political campaigns in 2005, 2007, and 2009, and served as Tribal Leader and Executive Committee member for the Pala Band of Mission Indians. He was also a national spokesman for the U.S. Census in 2010, and he worked on the 2012 U.S. Presidential Campaign. Kilma recently founded “OurGames!” and is now exploring the use of mixed-reality as a platform to transform Native American stories and games from traditional to digital. He is also a recruit with Law Enforcement Agency/Government. Kilma holds a B.A. in communication and history from UCSB, an MBA from USC’s Marshall School of Business, and Executive Education from Harvard Business School.

CHRISTOPHER LINCOLN, Class of 1984  #sports #broadcasting #tvproduction

Christopher is a producer and director for his company Flying Fish Productions, which focuses on live event production. Over the past thirty-four years he has been a part of ten Olympic and Paralympic games, having worked for the host broadcaster (OBS) and with three US rights holders (CBS, NBC, ABC). He created Flying Fish Productions in 1999 to service event owners and organizations in coverage of their events of sports and entertainment. Chris also served as a Vice President at Fox Sports, overseeing College Football and the NBA. He rose to Senior Director at ESPN and helped launch Golf Channel in 1995 as the channel’s Coordinating Director. He is a winner of five national Emmy awards and was the Keynote Speaker at Communication Career Day 2017.

JUSTIN LIPP, Class of 2012 (Ph.D.)  #instructionaltech #education #bigdata

Justin is the Director of Educational Technology and the Faculty Center at Sonoma State University. He oversees administration, management, and support of all online and on-premise academic technologies. The Faculty Center serves as a hub for innovation and support for educational technology for the campus including Moodle, TurnItIn, and Google Apps for Education. Justin has previously worked in educational technology consulting and management at UC Berkeley, UC Santa Barbara, and North Dakota State University. His specialties include new communication technologies and big data applications in education.
ALIZAH LIPSON, Class of 2013 #humanresources #clientrelations #talentaquisition #marketing

Alizah is an Account Representative and Human Resources Coordinator at CJ Affiliate, a leading marketing and advertising network that helps businesses connect with online consumers. Alizah has a passion for making meaningful connections with clients. With experience in human resources, talent acquisition, and marketing, she brings a creative perspective to the workplace, constantly evaluating the ways companies can improve their marketing and promotion efforts. In her HR role, she provides support for over 350 employees, for everything from new hire orientation, to training, benefits, and performance management. Before CJ Affiliate, Alizah served as a recruiting assistant, a marketing coordinator, and promotions coordinator.

AUDRA LOWE, Class of 1993 #television #entertainmentindustry #news #interviewing #sportsmedia

Career Day Keynote Speaker

Audra Lowe is the current Sr. West Coast Correspondent for “Celebrity Page TV” (formerly OK!TV) and recent Host of The Broadway Channel. She is also a voiceover artist for TV shows and radio spots. Throughout her career, she has covered it all—local news reporter, sports, entertainment and lifestyle TV host. She’s appeared on a variety of entertainment programs including Access Hollywood, Access Hollywood Live, The Talk, and more. She was highly instrumental in the success of the nationally syndicated “Better Show” (based in NYC), garnering an Emmy nomination as the Host for 7 seasons. Audra also hosted Fox Sports’ “FoxWire” and has been an advisor to the Center for Sports & Entertainment, a non-profit organization dedicated to developing and exposing youth to diverse careers in the sports and entertainment industry.

CHRISTY MAHAR, Class of 2012 #techmarketing #customerrrelations #childadvocacy

Christy is Product Marketing Manager at AppFolio. She has been a Product Marketer for over 6 years, helping software companies develop go-to-market strategies that connect companies to their customers and prospects to propel growth in the market. As a voice for the customer, she keeps a steady pulse on industry trends and opportunities to improve customer experiences. Christy also serves as an advocate and Board of Directors member for Happy Kids Foundation, a school and orphanage for vulnerable children in rural Ghana.

CHRIS MATHERS, Class of 1979 #education #workingwithteens #publicspeaking

Chris recently retired from a career in teaching. He grew up in St. Louis and came to UCSB in 1974. He graduated with a double major in Environmental Studies and Communication Studies. Chris worked for the Orientation Program and Housing Office during and after his undergraduate years. Following that, Chris also worked as a dispatcher at the Santa Barbara Airport. He then received his teaching credential from UCSB in 1983, and began teaching at DeAnza Middle School. He taught English and Speech in the Ventura Unified School District, mainly at Buena High School, until his retirement in 2015. Chris also helped coach Buena’s Mock Trial team for 15 years, and worked with graduation speakers.

JAY MATHESON, Class of 1996 #sales #technology #marketing

Jay is a business development executive at Apple Inc., where he creates and delivers events that educate customers with regards to Apple technology and provide solutions for the greater academic community. Jay works closely with the UC and California State University system and often partners with campus leadership to speak on the topics of personal branding in a digital world and the challenges of the 21st century workforce and economy. Prior to joining Apple, Jay worked with some of the top Hollywood movie studios to create viral marketing campaigns for new releases. A lifelong learner, Jay recently completed a doctoral program in Education Leadership at Lynn University.
DANA MELTZER, Class of 2010  #advertising  #media

Dana is a Media Buyer at Campbell Ewald, a full-service advertising agency in Los Angeles. She currently negotiates TV and radio advertising deals on behalf of their clients on a market-by-market basis. Before Campbell Ewald, she worked at another advertising agency, Initiative. Throughout her growing career in the advertising and media industry, she has had opportunities to work on clients in the healthcare, entertainment, tourism, government, and food & beverage industries. While at UCSB, she was involved with the non-profit organization, Calpirg, and she worked as an Auxiliary Aide at the local city college.

JODY MILLER, Class of 1984  #employeeengagement  #worklifehappiness
Career Day Panelist

Jody is the President and CEO of C2C Strategic Management. She helps companies design employee engagement and happiness cultures, stop the revolving door of employee exits, and deliver programs that motivate employees and create collaborative, innovative companies. A bestselling author and keynote speaker, Jody likes to work with individuals who want to make a shift in their careers and with medium to large corporations who are struggling with a lack of peak performance and enthusiastic engagement from their workforce. On her radio podcast, www.misogiradio.com, she spreads the message of finding meaning and happiness in work and life. At UCSB she double majored in communication and sociology, was a member of Pi Beta Phi sorority, and hosted a cable program “People’s Opinion.”

JUSTINE MILLER, Class of 2009  #journalism  #TVreporting
Communication Alumni Council

Justine is a journalist and on-camera TV reporter for News 12 Bronx/Brooklyn. She holds a master’s degree in journalism from Columbia University and won the Bloomberg Made in NYC award for a story produced during her time there. Prior to News 12, she worked as a multimedia journalist for The Charlotte Observer in North Carolina. At UCSB, Justine doubled majored in communication and Slavic languages and literature and minored in French. She studied abroad in Moscow and after graduation, taught English in Thailand and traveled for a year before moving to New York City. There, Justine was a freelance photographer/writer and a strategy consultant for a Manhattan-based start-up before beginning her graduate program in journalism.

FRANCESCA PALERMINO, Class of 2017  #mentoring  #studentssuccess

Francesca is a Programs Assistant in the ONDAS Student Center and Transfer Student Center at UCSB. Her favorite aspect of her role is mentoring students to get the most of their undergraduate education, and developing new ideas to increase student success and retention. Francesca was a transfer student herself and found many opportunities to get involved on campus which inspired her to pursue working in Higher Education. As an undergraduate, she was a member of a Panhellenic Greek Organization, studied abroad in Florence, Italy, was a Peer Educator in the Transfer Student Center, was a Research Assistant in the Department of Communication, and held two campus internships including the Education Abroad Program and the Pollock Theater. She graduated with a B.A in communication and a minor in linguistics.

ALEXEI PIZAREV, Class of 2012  #digitaladvertising  #marketing
Communication Alumni Council

Alexei is currently the Senior Manager of Campaign Management & Ad Operations at Valassis Digital. During his 5 year career in digital advertising, he has played an integral role integrating two companies after an acquisition, developed extensive knowledge of the programmatic ad buying space and digital marketing landscape, managed an office in Europe, and grown strategic partners into multi-million dollar accounts. At UCSB, Alexei was the Philanthropy Chair for Sigma Pi, involved in the establishment of the Sean Vernon Feliciano Amazing Day Foundation as Sigma Pi’s national philanthropy, a Research Assistant for Prof. Walid Afifi, and a member of the Communication Association. He graduated with a B.A in communication and a minor in Russian language.
ALEXANDRA PLATT, Class of 2012  #talentrecruiting  #alumnirelations  #gradschool
Communication Alumni Council (Chair)
Alexandra is Talent Project Manager with Procore, supporting recruiting operations for a rapidly-growing tech company. Prior to this, Alex was a Program Associate for the Henry Crown Fellowship at the Aspen Institute in Washington D.C. Through the Erasmus Mundus Masters in Global Studies program, she earned an MSc in Global Economic History from the London School of Economics and Political Science and an MA in Global Studies from Roskilde University in Denmark. While at LSE, Alex served as stage manager and executive board member for the second annual TEDxLSE conference. While at UCSB, she worked as manager of Summer Inn Santa Barbara, as Program Coordinator for the Alumni Association, and as Student Supervisor for the Faculty Club. She graduated from UCSB with a B.A. in communication and global studies.

ALIJAH RIVERA, Class of 2017  #digitalmarketing  #consumerresearch
Alijah is an Assistant Media Planner (Digital) for Essence as a part of the NBCUniversal team in Los Angeles. He assesses demographic data and consumer profiles of audiences to identify the best targeting strategy and media mix. He received B.A.'s in communication and global studies with a minor in Asian American Studies from UCSB. He was also presented the University Service and Phi Beta Kappa Awards recognizing his academic and extracurricular achievements. Currently outside of work, Alijah is also a boba connoisseur, a fan theory analyst, and an emotional investor in fictional characters.

PAIGE PARSONS ROACHE, Class of 1988  #entrepreneurship  #socialmedia  #activism
Paige is the creator and persona behind Vegan Rama Mama. She is devoted to all things plant-based, conscious and planet kind for your mind+body+soul, and she is currently developing online resources to promote these efforts. Paige also books guests and contributes to JaneUnChained.com’s streamed vegan cooking show LunchBreakLIVE. Paige has also served as a Relationship Marketing Manager and Brand Partner with Nerium International, a company specializing in skincare and cosmetics. Relationship marketing involves establishing strong bonds with customers and cultivating long-term engagement by catering to their specific needs. Paige was also a Fashion Stylist with cabi Clothing, offering in-person styling services. While at UCSB, Paige was a member of Kappa Alpha Theta sorority.

SHERI ROSENBERG, Class of 1992  #financialoperations  #strategicpartnerships
Communication Alumni Council
Sheri has over 20 years of experience building Strategic Partnerships and managing financial operations for Silicon Valley companies, including Intel and HP. She now works in the non-profit sector for Innovate Public Schools, an organization focused on building education equality in the San Francisco Bay Area. While at USCB, Sheri was a Co-Chair of the Community Affairs Board and a member of Sigma Kappa Sorority. She received her B.A. in communication from UCSB and her MBA from the University of Texas at Austin. These days, Sheri enjoys visiting the USCB Alumni Vacation Center every summer with her husband (also a UCSB Grad) and son.

MIKE SCALISE, Class of 2012  #sales  #internationalbusiness
Communication Alumni Council (Career Day Chair)
Mike currently works in sales as the Senior Account Executive and Team Lead for Genbook in Los Angeles. Genbook is a software as a service (SaaS) company building out a sales team for its online scheduling software. Prior to his move to Los Angeles, Mike worked in the San Francisco Bay Area as a Buyer for an international packaging distributor. His time there was heavily spent strengthening international partnerships which lead to his passion for international travel. His love for travel has taken him through Europe and Southeast Asia where he had the opportunity to develop international business communication skills. Mike graduated from UCSB with a B.A. in communication and certification in sport management.
FLO SIEGEL, Class of 2011 (B.A.) and 2012 (M.Ed.)  
#teaching  #education

Flo currently teaches First Grade at Polytechnic School in Pasadena. She has a passion for diversity and inclusion in schools, creating new units to teach empathy and civic-mindedness to her young students. A native of Paris, France, Flo graduated from UCSB with a B.A. in communication and minors in Spanish and Jewish studies. She remained at UCSB for her master’s in education, and since then, she has taught elementary and middle school on both coasts. She lives with her husband and fellow Gaucho, Evan, and their three month old daughter, Charlotte, in Santa Clarita.

ERIN BERGAMO TACY, Class of 1992  
#companymessaging  #publicrelations  
Communication Alumni Council  
#crisiscommunication

Erin is the Executive Director of Worldwide Communications for Lenovo Data Center Group. She oversees all internal and external communications, including messaging and positioning, public relations, industry analyst relations, executive communication and coaching, employee engagement, crisis communication and social media. Prior to this, she worked for 20 years at Cisco Systems in such roles as: Corporate Positioning, Public Relations and Executive Communications. She began her communication career at Network General Corporation and Stirling & Cohan. Erin also has a patent-pending on a Global Communications Model designed to promote effective communication strategies for multiple audiences across different channels. She holds a B.A. in communication from UCSB and a marketing certificate from UC Berkeley. While at UCSB, Erin was a member of the Alpha Phi sorority and the UCSB Crew team.

SALLY TANNENBAUM, Class of 1975  
#learning  #politicalengagement  #consulting  
Communication Alumni Council

Sally is a retired Associate Professor of Communication from California State University, Fresno. She earned her B.A. in rhetoric and M.A. in communication from UCSB and went on to earn a joint doctorate in educational leadership from UCDavis/CSUFresno. She taught at Fresno State from 1983-2011. Her areas of emphasis included communication and learning, service-learning, and political engagement. Among her publications is the book Research, Advocacy, and Political Engagement. She also taught at Universidad Simon Bolivar and Universidad Metropolitana in Caracas, Venezuela, and at Pima Community College in Tucson, Arizona. In addition, Sally worked as a communication consultant, chaired a number of political campaigns, served as a commentator on the local NBC affiliate, and was elected and served on the Fresno County Board of Education for four terms. She is currently active in several non-profit organizations.

KAREN THORLAND, Class of 1990  
#entertainmentlaw  #copyright

Karen is Senior Vice President & Deputy General Counsel at the Motion Picture Association of America. She manages domestic content protection civil litigation and oversees the Association’s global voluntary initiatives and civil litigation efforts. She managed successful litigations against the peer-to-peer website isohunt, the cyberlocker Hotfile, and two rings of unauthorized streaming sites (MovieTube and Pubfilm), as well as the ongoing litigation against Megaupload and its operator Kim Dotcom. She also is engaged in the development of the Association’s global policies and strategies related to content protection, and she provides legal support for the content protection department. Karen has experience in a broad range of litigation and intellectual property matters, including copyright and trademark, rights of publicity and privacy, First Amendment, and entertainment contractual disputes. She graduated from UCSB with Highest Honors, College Honors, and Distinction in Major, and is a graduate of the UCLA School of Law.

BRYANA VOLKENANT, Class of 2015  
#sales  #advertising  #publicrelations

Bryana is a sales professional in the out-of-home advertising industry. She is currently an Account Executive at Lamar Advertising Company, where she helps craft innovative billboard advertising campaigns to target consumers where they work, shop and play. Prior to her transition into sales, she worked as a Social Media Manager for a startup tea company in Los Angeles. While at UCSB, she was a Research Assistant in the Dept. of Communication, a member of the Communication Association and a Resident Assistant in San Rafael Hall. She currently serves on the Board of Directors for the Children’s Center of the Antelope Valley.
LINDSAY VONG, Class of 2014
Communication Alumni Council

#brandawareness #marketing #events

Lindsay is a demand generating marketer in the tech industry. She recently became Campaign Marketing Senior Associate at Salesforce.org, a nonprofit social enterprise that leverages Salesforce’s technology, people, and resources to improve communities around the world. Prior to that, she worked as the Corporate Events Manager at LogMeIn where she led marketing strategy and execution for customer facing events and sponsorships. While at UCSB, she was an active member of Alpha Chi Omega sorority, the Gaucho Tour Association, AS Elections Committee, and the Communication Association. She is also leading marketing efforts for the first UCSB Greek Interconnect, a networking and professional development event focused on connecting Greek collegians and alumni across our community.

NOELLE WHITE, Class of 2009

#brandmanagement #publicrelations

Noelle is an Associate Brand Manager at Pharmavite. She is responsible for evaluating, developing, and commercializing new product launches for the vitamin brand Nature Made. She is a brand marketer with 6+ years of experience in marketing and public relations, driven by a deep curiosity for understanding consumers and a passion for innovation. In May 2017, she graduated with her MBA from USC Marshall School of Business. Prior to business school, she worked in public relations in both the public and private sector for six years. She graduated from UCSB with a double major in communication and business economics.

ERIC ZACKRISON, Class of 2017 (Ph.D.)
Communication Alumni Council

#businesscomm #consulting #management

Eric is the President and CEO of IDI.US Inc., which controls the rights to the Interpersonal Dynamics Inventory, a powerful multi-rater personality/behavioral styles measurement tool. After 25 years as a manager and entrepreneur and completing his MA, MBA, and PhD, Eric has taken up the mantle of his father both in furthering the awareness and use of IDI through training and licensing others, as well as adopting the name of his father’s consulting firm, Effectiveness Consultants. He focuses heavily on relationships as key to success and integrates this into his consulting and into his role in the community. Eric also teaches business communication courses to graduate students in the Technology Management Program at UCSB.

ADDITIONAL COMMUNICATION ALUMNI COUNCIL MEMBERS
(not able to be mentors this year, but we thank them for their support!)

LESLIE KLONOFF, Class of 1980
Chair, Alumni Council Recruitment Committee

Leslie’s background is in recruiting, event planning, and community organizing. In addition to Chairing the Database and Recruitment Committee for our Alumni Council, she is an active member on the UCSB Alumni Board of Directors. She was a founding member of Cameron-Brooks, the most respected Junior Military Officer recruiting firm, helping corporate America find its future leaders from the military’s top Junior Officers. She co-created All Gaucho Reunion GreekFest for UCSB Alumni, serves on the UCSB Greek Interconnect committee, and is an active UCSB Alpha Phi alumna. She and her husband Jeff are members of the UCSB Alumni Founders Circle.

FRANCESCO (FRAN) D. MANCIA, Class of 1980

Fran is the Vice President of Government Relations for Muniservices, LLC. He is responsible for overseeing company legislative, regulatory, and government relations activity throughout the country. With a focus on fiscal impacts to local districts, Fran monitors, analyzes and leads company lobbying efforts related to legislation, state mandates, and regulatory changes and policies that affect client revenue streams and special district tax allocation. Following UCSB, Fran earned his M.B.A. from the University of San Francisco. Over the past twelve years, Fran has spent a significant portion of his time interacting with mayors and council members, members of the State Board of Equalization, county assessors and tax collectors, state legislators, and state agency directors. He was recently elected to serve as one of four Regents for the University of California system.
LAURA C. MCHUGH, Class of 1989 - Friend of the Council

Laura is a founding partner of the law firm Rediger, McHugh & Hubbert, LLP in Sacramento. The firm represents employers in labor and employment law matters. She also counsels with employers on employment practices and policies and other workplace issues. She is a graduate of Santa Clara University School of Law, where she was an editor for the Law Review and she is a member of the Labor and Employment Law and Litigation Sections of the American Bar Association and the California State and Sacramento County Bar Associations. Previously, she worked in corporate human resources for a large bank and graduated magna cum laude from UCSB.

VICKI PRENTICE-RUBIN, Class of 1980

Vicki is President of Vicki Prentice Associates Inc. in New York City. A MA, MATS, TLC, and Global Ph.D. (Year 4 at itp.edu), she is a nationally recognized artist representative, creativity coach, and visual arts consultant. Her clients include Top 50 advertising agencies, book publishers, graphic design firms, magazines, and Fortune 500 companies. Vicki was one of the first 3 graduate students from UCSB’s Communication M.A. program, receiving her master’s degree in 1980 (B.A. in 1977). Her current doctoral work is in transpersonal psychology and spirituality, with a specialization in creative expression and being with art in the unique context of museums worldwide.

MATT SCHERMERHORN, Class of 2009

Matt currently serves as the Assistant Director of Admissions for the School of Economics and Business Administration’s M.B.A. program at Saint Mary’s College in California. He focuses on advising and vetting prospective students for the program, while working on creating advantageous processes and marketing campaigns through hosted events and digital advertisement. Prior to that, Matt worked for four years in the Oakland Athletics baseball organization where he specialized in promotional marketing and special events. With a B.A. in communication and a minor in sport management, Matt ultimately hopes to transition into collegiate athletics by sharing his current and past experiences from both Saint Mary’s College and the Oakland A’s. He would like to bring added stability to an organization that is the NCAA, which constantly affects and shapes the lives of young athletes each day.

KEN STERLING, Class of 2012

Ken is Executive Vice President at Valiant Group, managing a real estate portfolio in excess of $300 million. Ken is also a partner at BigSpeak, the leading business speakers’ bureau, serving Fortune 1000 companies. Ken co-founded a technology company (cloud computing), an international manufacturing company and BigSpeak. Ken earned a B.A. in communication with a minor in applied psychology. He earned his M.B.A. from Babson College and is currently pursuing his Ph.D. in education at UCSB with an emphasis in technology and organizational leadership. He has participated in several research projects in the areas of technology, psychology, communication, leadership, mentorship and online education. Ken is passionately involved in instruction, mentoring and enriching student experiences at UCSB.

REBECCA LAW STONE, Class of 2002

Rebecca is a marketing professional with 15 years of experience in marketing communications, brand identity, and social media. She is currently the Sr. Director of Marketing for LiveRamp, an advertising technology company based in San Francisco, where she is responsible for digital marketing, demand gen and marketing operations. Outside of the office, she enjoys spending time with her 2-year-old daughter and husband. She currently resides in Mill Valley, CA.
Questions? Please contact Leslie Klonoff, Chair of the Alumni Council Recruitment Committee, at lesliesolomon.klonoff@ucsbalum.com; or Emeritus Professor Linda Putnam at lputnam@comm.ucsb.edu
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