



**The Communication Alumni Council
and UCSB Department of
Communication present**

COMMUNICATION CAREER DAY

Saturday, April 29, 2023





Alumni Council Mission

The mission of the UCSB Department of Communication Alumni Council is to support the professional development and lifelong engagement of students and alumni, and the success and visibility of the department at large.

SCHEDULE & PARTICIPANTS

1:00 pm Welcome message

Eric Zackrison – UCSB Communication Alumni Council Chairperson

1:15 pm Department Update

Tamara Afifi – Chair, UCSB Communication Department

1:30 pm Alumni Panel Discussion

Bryana Ryan– Founder at Mi Mexico Estates LLC

Desiree Flores– Director at UTA Foundation

Nick Duggan– Leadership and Career Coach at Deeper Work

Moderator: Wendy McEnulty– Human Resources Consultant at Enlightened HR Services

2:00 pm Structured Networking Hour

3:15 pm Closing Remarks, Career Day Activities End-Students Depart

3:30 pm Alumni Reception

ALUMNI PANELISTS

BRYANA RYAN, Class of 2015

Communication Alumni Council



Bryana Ryan is an entrepreneur, expert marketer and operations specialist. Bryana built a national lead generation agency in the USA before the age of 30 and held the COO position at Referral ROI, a partner brand of Rudy Mawer's - Mawer Capital LLC online marketing mastermind empire. She is currently the CEO of Mi Mexico Estates, an e-commerce store that allows you to be crowned a Monarch and own a small plot of land in Mexico, and is a member of the Partnerships & Development Team on the UCSB Comm Alumni Council. While at UCSB, she was a Resident Assistant in San Rafael Hall and enjoyed salsa/bachata dancing at nearby local dance hot spots. She currently resides in Tampa, Florida and is a proud Mexican-American. One of her goals in life is to build an economic empowerment movement for the Latino community.

DESIREE FLORES, Class of 2013

Communication Alumni Council



Desiree Flores is the Director of Social Impact of the UTA Foundation, UTA's philanthropic arm. United Talent Agency (UTA) is a global entertainment and media company representing some of the most acclaimed figures in film, television, news, music, sports, theater, fine art, and more. Desiree oversees employee volunteerism initiatives, community partnerships, and works closely with the Chief Impact Officer to drive UTA's global social impact agenda. She leads the UTA Foundation's Employee Social Impact team, with a focus on year-round volunteerism, youth mentorship, climate focused initiatives, and civic engagement. Desiree joined UTA as an intern in the summer of 2012, and directly after graduating from the University of California, Santa Barbara in 2013, joined the entertainment company as a full-time employee in the UTA Mailroom and worked her way up the ranks to her current position. While a student at UCSB, Desiree was a Communication major and Spanish minor. She joined Alpha Phi and served as the President and VP Recruitment of the chapter. Desiree is also active in her local community serving on the Young Professional Council of LA Promise Fund, preparing students for success in college, career, and life. She is also a member of the UCSB Communication Alumni Council. Desiree lives in Los Angeles with her husband.

ALUMNI PANELISTS

Nick Duggan, Class of 2000 **Communication Alumni Council**



Nick Duggan (he/him) has been developing people and organizations for more than 20 years, and is passionate about making work more meaningful for all. As a leadership and career coach, Nick specializes in helping leaders find career clarity and achieve better business results by cultivating deeper meaning, authenticity, inclusion and soul. Until early 2023, Nick also served as Senior Director, Inclusion & Development, for AppFolio, a high-growth software company based in Santa Barbara. Previously, he led employee and executive communications for the SaaS division of Citrix (now GoTo). Nick began his career in the healthcare industry with training and event planning roles at DaVita, the American Heart Association, Prometheus Laboratories, and The Zitter Group. At UCSB, Nick worked on Orientation Staff and the University Children's Center, and was an active member of the LGBTQ+ community. In addition to a BA in Comm, he holds an MA in Organizational Psychology from William James College.

MODERATOR

WENDY McENULTY, Class of 1990 **Communication Alumni Council**



Wendy is a Human Resources Consultant with Enlightened HR Services. She is passionate about all disciplines of HR, but especially handling employee relations matters and conducting Sexual Harassment Prevention training and Workplace Civility training. Wendy is recognized by the Human Resources Certification Institute and the Society for Human Resources Management as a Senior Professional in Human Resources, and maintains her SPHR, PHRca, and SHRM-SCP certifications. Wendy also has a Certificate in HR Management from UC Irvine.

COMM CAREER DAY ALUMNI TABLE HOSTS

Name

Graduating Class

Company, Title



1994

Wells Fargo,
Private Mortgage
Banker

David Bellinger



1979

PHP,
Life Insurance Jr.
Broker

Blanca Bolton



2006

ITV Entertainment SVP,
Unscripted/Reality TV
Development

Michelle Byars



1975

California State
University Fresno,
Professor of
Communication
(retired)

Dr. Sally Cahill Tannenbaum

COMM CAREER DAY ALUMNI TABLE HOSTS

Name

Graduating Class

Company, Title



1979

Ventura Unified
School District,
High School English
Teacher (retired)

Chris Mathers



2018

Focus Features, Digital
Marketing Manager

Jacqueline Vierra



2014

Movement Strategy, Sr.
Copywriter

Danica Carrigg



1994

REEF Technology, Chief
Product Officer

Dylan Casey

COMM CAREER DAY ALUMNI TABLE HOSTS

Name

Graduating Class

Company, Title



2017

Codoxo, Product
Operations
Manager

Shefali Agarwal



2022

UCSB Information
Technology Services,
Communications
Analyst

Lindsey Terra



2022

Student/TA/Project
Justification Consultant
for FLIR technologies,
UCSB/ Teledyne FLIR

Marissa Morrison



2012

American Express,
Leadership
Development &
Coaching Specialist

Amber Macbeth

COMM CAREER DAY ALUMNI TABLE HOSTS

Name

Graduating Class

Company, Title



1992

Digital Marketing
Consultant

Jeanette Gibson



2021

Franchise Focused
Marketing,
Sr. Digital Marketing
Specialist

Jessica Shah



2013

Kidder Mathews,
First Vice President

Jordan Gomez



1996

Cisco, Senior Manager,
Global Partner
Marketing

Ashley Grosfeld

COMM CAREER DAY ALUMNI TABLE HOSTS

Name

Graduating Class

Company, Title



1986

GovTV,
Account Manager

Marc Jaffe



2017

Jobot, Senior Recruiter

Dalia Juarez



1995

Sheppard Mullin
Richeter & Hampton,
LLP, Partner

Jason Kearnaghan



2020

University of Southern
California, Gould School
of Law, J.D. Candidate

Reema Moussa

COMM CAREER DAY ALUMNI TABLE HOSTS

Name

Graduating Class

Company, Title



Fran Mancia

1980

MuniServices, Vice
President of
Government
Relations



Wendy Day-Brown

1985

UCI Alumni,
Sr Associate Director



Jeddson Mejorada

2022

Circana, Recruiting
Coordinator



Dean Smith

2010

Universal Pictures,
Sr. Publicist, Global
Publicity

COMM CAREER DAY ALUMNI TABLE HOSTS

Name

Graduating Class

Company, Title



2017

USC, Gould School
of Law, Marketing &
Branding Lead,
Continuing Legal
Education

Kaitlyn McQuown



2022

FGS Global, Public
Relations Associate

David Pilip



2012

Fody Food Co., Head of
Marketing

Sierra O'Toole



2022

Live Nation
Entertainment,
Regional Marketing
Coordinator

Enaiya Judkins

COMM CAREER DAY ALUMNI TABLE HOSTS

Name

Graduating Class

Company, Title



2012

Houzz, Talent
Development
Manager

Maria Bianco



1988

Plant Based in the
Burbz, Producer/Host

Paige Parsons Roache



2022

WME, Music Agent
Assistant

Mattias Carrenca



2012

Intuit, Design Manager,
Content

Aladrian Goods

COMM CAREER DAY ALUMNI TABLE HOSTS

Name

Graduating Class

Company, Title



2022

Optima Partners
Compliance
Advisory, Analyst

Myles Larin



2022

Golin, Earned Media
Associate

Michelle Lee



2016

Cloudflare, Strategic
Customer Success
Manager

Morgan Steffen



1993

IIHeartMedia, Account
Manager - Brand and
Marketing Partnerships

Michelle Kelly

COMM CAREER DAY ALUMNI TABLE HOSTS

Name

Graduating Class

Company, Title



2009

Alchemy,
Professional
Services Consultant

[Matt Schermerhon](#)



1992

Communications
Consultant

*Maureen is not able to attend event but
happy to offer career advice and insights!

[Maureen Carrig](#)



2016

Pennymac,
VP, Communications

[Jennifer Cruz](#)



2020

Impact.com,
Revenue Enablement
Specialist

[Amber Klein](#)

Additional Communication Council Members

(not mentoring this year, but we thank them for their support)

Name

Graduating Class

Company, Title



2018

Head of Brand, Altro

Shamara Carney



2010

Brand Protection
Attorney, Duane Morris
LLP

Meghan Killian



1980

Retired Recruiter

Leslie Klonoff

Additional Communication Council Members

(not mentoring this year, but we thank them for their support)

Name

Graduating Class

Company, Title



2016

Event Professional

Taylor Owens



1991

Owner, Level Up Pro
Career and Consulting

Renee Houston

*Member, Communication Alumni