



The Communication Alumni Council
and the
UCSB Department of Communication
present

6th Annual Communication Career Day

Saturday
April 26, 2014





6th Annual Communication Career Day Saturday, April 26, 12:30 – 4:00pm SCHEDULE

Check-in begins at noon

12:30pm Courtyard Mingle in Corwin Pavilion's Lagoon Plaza

12:40pm Opening Remarks by Dean Melvin Oliver and Department Chair Ron Rice

1:00 – 2:15pm ALUMNI PANEL SESSIONS

Entertainment Industry: Flying A Studio Room

Moderator: Dan Linz, Professor, Dept. of Communication, UCSB

Alumni Presenters:

Cody Corona: Marketing Coordinator, Rockstar Games

Marco Alfandary: Associate Producer, ESPN

Emily Berg: Special Events and Talent Relations Assistant, CBS Television Network

Rochelle Farnum: Brand Coordinator, 72andSunny

Public Relations and Marketing: Corwin Pavilion

Moderator: Ken Sterling*, Executive Vice President, Valiant Group, and Partner, BigSpeak

Alumni Presenters:

Lauren Kido: Account Executive, Highwire Public Relations

Ryan Wilson: Director of Marketing, CollisionSync

Lauren Alvey: Marketing Assistant, Intercare Insurance Solutions

Ally Gautno: Talent Management Coordinator, Maker Studios

Getting Your Foot in the Door Those First Few Years: S.B. Harbor Room

Moderator: Tina Benevento*, Academic Training Solutions Advisor, lynda.com

Alumni Presenters:

Ellen Araujo: Campus Manager, Course Hero, Inc.

Eleen Ibrahim: Communication Specialist, QSIDental

Angela Greene: Administrative Assistant, Google

Regina Sarnicola: Account Executive, Yelp

2:15 – 2:30pm Courtyard Mingle (beverages & light snacks)

*Member, Communication Alumni Council

2:30 – 3:30pm ALUMNI “SPEED MENTORING” in Corwin Pavilion East

Here’s how it works:

Alumni will be seated at various banquet tables around the room to talk with students in small groups. Most of the speakers from the panel sessions will be available, along with many additional alumni who have come to share their expertise and advice. See the screen in Corwin for the table locations of particular alumni or career fields. After 15 minutes of discussion, students will be alerted to rotate to a new table to talk with different alumni.

Alumni Speed Mentors:

Marco Alfandary:	Associate Producer, ESPN
Lauren Alvey:	Marketing Assistant, Intercare Insurance Solutions
Ellen Araujo:	Campus Manager, Course Hero, Inc.
Tina Benevento*:	Academic Training Solutions Advisor, lynda.com
Amber Brown:	Customer Researcher, Sonos
Cody Corona:	Marketing Coordinator, Rockstar Games
Wendy Day-Brown:	Managing Partner, db Communications
Nick Duggan:	Senior Manager of Internal Communications, Citrix
Rochelle Farnum:	Brand Coordinator, 72andSunny
Ally Gautno:	Talent Management Coordinator, Maker Studios
Angela Greene:	Administrative Assistant, Google
Scott Hennessee:	Evening News Anchor, KCOY and KKFx
Eleen Ibrahim:	Communication Specialist, QSIDental
Bethany Innocenti:	Lead Regional Director of Development, UCSB
Lauren Kido:	Account Executive, Highwire Public Relations
Laura L. Leindecker:	Owner/creator, LLeindecker & Associates
Don Lubach:	Asst Dean of Students, Director of First-Year & Graduate Initiatives, UCSB
Fran Mancian*:	VP of Government Relations, Muniservices, and PRA Government Services
Jay Matheson:	Business Development Executive, Apple Inc.
Regina Sarnicola:	Account Executive, Yelp
Hillary Scott:	Hospitality Coordinator, Prospect Hotels
Daisy Stelzer:	Executive Assistant and Project Manager, Vita Explorer
Ken Sterling*:	Executive Vice President, Valiant Group, and Partner, BigSpeak
Christian Vuong:	Online Marketing Manager, Hewlett-Packard; co-founder, YourSash.com
Heather Wilburn:	Strategic Partner Manager, Channel Sales team, Google
Sara Williams:	Instructional Program Asst, South Hall Admin. Support Center, UCSB
Ryan Wilson:	Director of Marketing, CollisionSync

3:30 – 4:00pm 30th Anniversary Toast for Alumni with Faculty, Grads & Staff

*Member, Communication Alumni Council

COMMUNICATION ALUMNI SPEAKERS & MENTORS



MARCO ALFANDARY, Class of 2010

Entertainment Industry Panel; Speed Mentor

Marco is an associate producer for ESPN, working in both studio and remote production. He is responsible for producing content across multiple platforms for a variety of shows including SportsCenter, Baseball Tonight and Monday Night Countdown. When he is not working on studio shows based out of ESPN headquarters in Connecticut, he travels around the country to produce content surrounding events televised on ESPN. While at UCSB, Marco volunteered at KCSB—working as the play-by-play voice for UCSB basketball and soccer. He graduated with a B.A. in Communication and a minor in Italian.



LAUREN ALVEY, Class of 2012

Public Relations & Marketing Panel; Speed Mentor

Lauren Alvey has just recently become the Marketing Assistant for Intercare Insurance Solutions, a forward-thinking, full-service insurance brokerage firm. Previously, she was the Marketing Assistant for Plural Publishing, a specialized medical textbook publishing company. She managed all social media outlets, promotional material design and email campaigns. In her new role at Intercare Lauren works with the Marketing Department to coordinate all Sales and Marketing events from managing event logistics to tracking all CRM activities. She also coordinates all email marketing campaigns, designs internal and promotional materials and assists with the maintenance of various websites.



ELLEN ARAUJO, Class of 2013

First Few Years Panel; Speed Mentor

Ellen is a Campus Manager at Course Hero, Inc. The main focus of her role is to hire, train, and manage interns for Course Hero's remote internship program at campuses across North America and Canada. Ellen works with interns to develop marketing campaigns to promote Course Hero and their philanthropic initiative on their respective campuses. She is also in charge of writing monthly newsletters and designing educational materials for the entire internship program. Ellen began working with Course Hero directly after leaving UCSB last Spring. While at UCSB, Ellen was Vice-President of the Communication Association, a Marketing Intern for the Carsey-Wolf Center, and held various positions within Campus Residential Life.



EMILY BERG, Class of 2013

Entertainment Industry Panel; Speed Mentor

Emily is the Special Events and Talent Relations Assistant at CBS Television Network. She and the SVP of the department make up the entire Special Events/Talent Relations team. The two oversee all West Coast special events including the planning and execution of the Network's press tour parties, series wrap events, talent relations and philanthropy for CBS. While at UCSB, Emily worked on the Associated Students Program Board, was a member of Alpha Phi, and interned with Clear Channel Communications, the House of Blues, NBCUniversal, and CBS Television Studios.



AMBER BROWN, Class of 2009

Speed Mentor

After graduating, Amber moved back to her hometown of Chicago and took the first job she could get as a sales rep for Xerox (yes, they still make copiers). Although a fantastic experience, she knew sales was not for her, and she moved back to Santa Barbara and applied to every business in town. Citrix gave her the opportunity to work on their Product Design team as a Customer Research Intern, and she was then offered a full-time position at Citrix as a Customer Researcher. After 3 years at Citrix, Amber was offered a job at Sonos, the up and coming wireless speaker company. She currently works at Sonos as a Customer Researcher and loves learning about how people enjoy music in their homes.



CODY CORONA, Class of 2010

Entertainment Industry Panel; Speed Mentor

Cody is a Marketing Coordinator at Rockstar Games, a leading developer, publisher and marketer of interactive entertainment for consumers around the globe. Cody and his team manage the publication of games for consoles, PC's and mobile devices, keeping a specific eye toward advertising, marketing, PR, branding, digital, out-of-home, retail, inventory, experiential events, and more. Cody and his team recently launched *Grand Theft Auto V*, which quickly became the most successful release of an entertainment product in history. Before joining Rockstar Games, Cody worked at advertising agencies in Portland and New York City, working on brands like Old Spice and Denny's. While at UCSB, Cody minored in Professional Writing, served as Student Marketing Coordinator for the UCSB Recreational Sports Department, and was an Account Supervisor for SB Media Group.



WENDY DAY-BROWN, Class of 1985

Speed Mentor

Wendy Day-Brown is managing partner at db Communications. Some of her clients include: UC Irvine, Priority Living, urDigital Media, New Hope Presbyterian Church. Since starting her career at the humanitarian relief organization, World Vision, she has been involved with event production and fundraising. She is an experienced public relations and events professional with expertise in strategic marketing while increasing income and community awareness for her clients.



NICK DUGGAN, Class of 2000

Speed Mentor

Nick has more than 13 years of experience as a marketing, communications, and employee engagement professional. As Senior Manager of Internal Communications, Nick sits on the leadership team for the SaaS Division of Citrix, running employee and leadership communication initiatives across the 2,000-employee division. He serves as a strategic advisor to company leaders and helps ensure that employees worldwide are informed, engaged, and have a clear understanding of the company's vision and strategy and current events. Nick previously held a variety of marketing roles in the healthcare industry and worked for several years as a self-employed life & business coach for holistic small business owners. While at UCSB, Nick held leadership roles in Orientation Programs, First-Year Initiatives and various LGBT organizations, and helped launch the very first UCSB New Student Convocation.



ROCHELLE FARNUM, Class of 2012

Entertainment Industry Panel; Speed Mentor

Rochelle currently brings new ideas into the world at 72andSunny. Creating with some of the best and brightest spirits in the industry, Rochelle works in brand management, partnering with her dream client, ESPN. She serves as a day-to-day quarterback on ESPN's NFL, College GameDay, and WatchESPN accounts, and recently finished an Olympics campaign for Samsung. While at UCSB, she dedicated herself to building upon the vision of GauchosPlay and transformed the entire marketing leg of UCSB Recreational Sports. In addition, she played 8-lady for UCSB Rugby, held three internships, and landed a job with Team One on the Lexus business all before graduating in just three years.



ANGELA GREENE, Class of 2011

First Few Years Panel; Speed Mentor

Angela is an Administrative Assistant at Google. This role involves event planning, space planning, calendaring, budgeting, booking travel, scheduling facilities and equipment, and much more. Administrative Assistants at Google are the glue that keeps the team together. We are pivotal to our team's ability to do cool things that matter in the world as we act as the liaison between other groups and executives both internally and externally.



ALLYSON GUATNO, Class of 2011

Public Relations & Marketing Panel; Speed Mentor

Ally is a coordinator for the Talent Partnerships Department at Maker Studios, a next-generation media and technology company and the world's largest provider of online video content for Millennials. In this position she works closely with Maker talent in assisting and managing day to day tasks such as talent bookings across Maker owned and operated verticals, collabs with in-network and out-of-network talent, and branded integrations in an effort to help grow each talent's digital presence on multiple platforms such as YouTube, Twitter, Instagram, etc. Before Maker, she gained experience in the fashion PR and entertainment agency world. While at UCSB, Ally was a member of Alpha Delta Pi, an EAP peer advisor, and studied abroad in Madrid, Spain.



SCOTT HENNESSEE, Class of 1999

Speed Mentor

Scott is the new evening news anchor for KCOY and KKFY where he anchors the 5, 6, 10, and 11 p.m. news. Scott's career began as a Sportscaster in Santa Barbara where he graduated from UCSB. A former anchor for CBS Local 2 and KDFX Fox 11 and Sports Director for CBS Local 2, Scott was also a general assignment reporter. He hosted the nightly magazine show, "Eye on the Desert," for which he was nominated for two Emmy Awards. Some memorable events Scott has covered include the Presidential Summit at Sunnylands, the Coachella Music & Arts Festival, and the Palm Springs International Film Festival.



ELEEN IBRAHAM, Class of 2012

First Few Years Panel; Speed Mentor

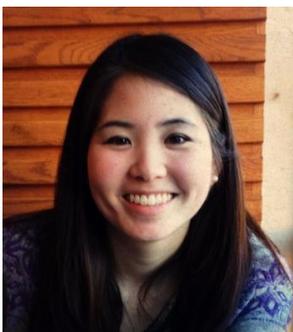
Eleen is a Communication Specialist at QSIDental, a dental software company. In this position, Eleen manages and produces the content, design and delivery of both internal and external communication. This includes customer and employee monthly newsletters, email marketing, web content, internal campaigns and marketing collateral. She previously held the position as Marketing and Communication Specialist at St. Joseph Health, creating system-wide communications for its 2,400 employees. Aside from enjoying the beautiful beaches and outdoor activities at UCSB, Eleen interned as a KCSB-FM Radio news reporter, KCSB Media Center video producer and worked as a Co-Public Relations Coordinator for Associated Students Community Affairs Board (CAB).



BETHANY INNOCENTI, Class of 2002

Speed Mentor

Bethany Innocenti is the current Lead Regional Director of Development for UC Santa Barbara. Bethany began her fundraising career in UCSB Donor Relations immediately after graduating from UC Santa Barbara in 2002. In 2005, she took advantage of a challenging opportunity to oversee the Marketing, Public Relations, Events, and Alumni Department at Brooks Institute. She held that position for five years before moving into Brooks' corporate office where she successfully managed the Alumni Department at 12 different schools across the United States. In 2010, Bethany came home to UCSB in a regional leadership role where she is currently a major gift fundraiser for the university.



LAUREN KIDO, Class of 2011

Public Relations & Marketing Panel; Speed Mentor

Lauren Kido is an Account Executive at Highwire Public Relations in San Francisco. She supports a variety of technology clients in the consumer and B2B sectors and has worked with a variety of fast-rising startups such as Prezi, Blue Goji, Piper and CorvisaCloud during her time at the agency. Lauren supports media relations, storyline development, event coordination, social media and content development across her teams and is actively involved in building out Highwire's internship program. Prior to Highwire, Lauren supported public relations at an educational gaming startup, MindSnacks, and began her PR career at North of Nine Communications. While at UCSB, Lauren was a research assistant with Dr. Putnam and also spent a semester in Washington, D.C. through the UCDC program.



LAURA LEINDECKER, Class of 1981

Speed Mentor

Laura created her independent public relations firm, LLeindecker & Associates, in 2013 after thirty years of working in the field of marketing and promotions. Upon graduating from UCSB, Laura first worked in New York City for a commercial land developer as a project coordinator on a commercial high rise development. She then went on to work for a financial publisher, at such venues as the IMF and World Bank Summits. Prior to creating LLeindecker & Associates Laura worked as Promotions for the Banning Chamber of Commerce in Riverside County and recruited new and lapsed memberships for over 120 businesses, such as Wells Fargo, Chase, Diversified Pacific, and others. Laura has been a community leader on the 2012 Riverside County Workforce Investment Board and the 2012 Mt. San Jacinto College Education Summit. Laura's philosophy: there is always time to take action, and give back.



DON LUBACH, Class of 1986
Mentor

Speed

Don Lubach is UCSB's "First-Year Dean." As the Assistant Dean of Students and the Director of the First-Year and Graduate Initiatives, Don helps new undergraduates and graduates make the transition to research university life. He is also a member of the Student Affairs Leadership team and a Lecturer with the Gevirtz Graduate School of Education.



JAY MATHESON, Class of 1996

Speed Mentor

Jay is a business development executive at Apple Inc. where he creates and delivers events that educate customers with regard to Apple technology and provide solutions for the greater academic community. Jay works closely with the UC and California Community College 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.



REGINA SARNICOLA, Class of 2011

First Few Years Panel; Speed Mentor

Regina is an Account Executive at Yelp. She joined Yelp in 2012 after taking a year off to travel and work part time. As an AE, she reaches out to local businesses to educate them on the power of Yelp and online advertising. One of the more veteran AEs, she also serves as a mentor to incoming Yelpers. She relishes in the fact that she shares elevator rides with the company CEO and her biggest satisfaction in her career is watching these local businesses flourish in their communities and knowing she plays a part into that every day. Regina was a transfer student to UCSB, and while at UCSB she served as the Opinion Editor for the school paper, *The Bottom Line*.



HILLARY SCOTT, Class of 2013

Speed Mentor

Hillary is a Hospitality Coordinator for Prospect Hotels' Santa Barbara Autocamp project. She has taken over management for this property, as well as assisted the team in preparations for new locations for the Autocamp brand, including heading up procurement of vintage Airstream shells. Prior to Prospect, Hillary spent six years in the hospitality industry and was recognized for her dedication to exceptional customer service. During this time, she also became interested in the real estate development and brokerage business and worked at Village Properties in Santa Barbara. She is currently working towards obtaining her California Real Estate Salesperson License. In the past year, Hillary has also become fascinated with viticulture and plans to continue her education in wine and wine making.



DAISY STELZER, Class of 2013

Speed Mentor

Daisy began interning with Vita Explorer, an online travel start-up company, while completing her Senior year at UCSB. After graduating, she began full-time at Vita Explorer as an Executive Assistant and Project Manager allowing her to stay in beautiful SB! Working in the start-up world of Santa Barbara has given her experience in many different areas, such as: project managing three programmers, finding/casting hosts for a travel show, managing interns, researching and developing international destinations, creating wire frames, designing web pages, user experience research, reaching out to local businesses to create mutually beneficial partnerships, and assisting in opening the start-up's only retail presence "Vita Travel Store" from the ground up. The travel site and store are both launching this year.



CHRISTIAN VUONG, Class of 2006

Speed Mentor

Christian recently graduated from UCLA Anderson, where he earned his MBA, and he currently helps lead online marketing initiatives for Hewlett-Packard. But when he first graduated from UCSB, he had no job lined up, moved back home to L.A., and started surfing Craigslist -- sound familiar? He landed a marketing internship, and then worked for Wpromote, an online marketing agency. He worked his way up to Director of SEO and collaborated with brands such as Toyota and TOMS Shoes to help scale their e-commerce initiatives. With a passion for start-ups, Christian spearheaded a YouTube Channel that has gained 1M+ views to date and co-founded YourSash.com, which is today one of the leading online vendors for custom graduation sashes and stoles. While at UCSB, Christian was president of his fraternity, Zeta Phi Rho, and an active member of the Vietnamese Student Association (VSA).



HEATHER WILBURN, Class of 1998

Speed Mentor

Heather is a Strategic Partner Manager on the Channel Sales team at Google. She joined Google in 2002 as one of the founding members of the AdWords online advertising program, focusing primarily on developing advanced online strategies for small to medium businesses. Today, she manages high profile partnerships for increased adoption of Google advertising solutions, with an emphasis on partners who specialize in managing franchise brands. Heather co-founded and co-produced the first Franchise Summit at Google, in partnership with the IFA (International Franchise Association). Through building market awareness of Google's local digital marketing solutions, the half-day Franchise Summit empowers franchisers to drive more traffic to their stores while cultivating enhanced expertise of managed partners.



SARA WILLIAMS, Class of 2013

Speed Mentor

Sara is an Instructional Program Assistant in the South Hall Administrative Support Center at UCSB. She works primarily with the English and Philosophy departments and the English for Multilingual Students Program. In addition to providing general assistance to faculty and graduate students, Sara is responsible for the coordination of teaching evaluations, textbook orders, office hours listings, and Disabled Students Program accommodations. During her time as a student, she was a Campus Tour Guide, President of the Gaucho Tour Association, and an Orientation Leader.



RYAN WILSON, Class of 2008

Speed Mentor

Ryan Wilson spent the first few years after graduation working for an advertising agency, buying national broadcast television advertisements across major US networks. He has since received his MBA from Pepperdine University and held senior level positions at various early-stage B2B companies across California. His focus is on entrepreneurial marketing, building marketing departments from the ground up by focusing on customer segmentation, and interfacing with the product development teams. Currently, he is the Director of Marketing for CollisionSync where he handles marketing strategy and execution for its three main products centered in the industrial supply and fulfillment space.

COMMUNICATION ALUMNI COUNCIL ACTIVE MEMBERS



TINA BENEVENTO, Class of 2007

Speed Mentor

Tina is an Academic Training Solutions Advisor for lynda.com, a Santa Barbara based company that is a recognized leader in software training. Tina works with Colleges and Universities in the Midwest, Canada, and Australia to see how the lynda.com Online Training Library can assist with their challenges of digital literacy. In this sales role, she maintains relationships with current and new clients, attends Trade Shows, creates marketing campaigns, and works to find new accounts that will translate into ongoing business for lynda.com. Previously Tina worked as an Account Executive at Paychex and in the Corporate Sales Department of Citrix Online.

LESLIE KLONOFF, Class of 1980



Leslie was a founding member of Cameron-Brooks, the nation's leading placement firm specializing in recruiting junior military officers transitioning to the corporate workforce. Much of Leslie's life has been devoted to giving back to her community. She has created the strategy and executed admission campaigns for her children's private schools in addition to running the major fundraisers at both her synagogue and her children's schools. Leslie also volunteers on a regular basis as a reading tutor for at risk kids. While at UCSB, Leslie worked at Ortega Dining Commons, was an active member of Alpha Phi Sorority, and was on yearbook staff as Greek Section Editor. Leslie is now an active volunteer with the UCSB Alumni Association and currently chairs the GreekFest at All Gaucho Reunion Committee, charged with the responsibility of reconnecting UCSB fraternity and sorority alumni with the university. She and her husband Jeff are members of the UCSB Alumni Founders Circle and are active participants in events for UCSB alumni and supporters. They are also the proud parents of two children who both currently attend UCSB!



FRANCESCO (FRAN) D. MANCIA, Class of 1980

Speed Mentor

Fran is the Vice President of Government Relations, Western Region for Muniservices, and PRA Government Services. 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. Fran recently completed a two year term as President of the League of California Cities' Partner Program and is now serving on the UCSB Alumni Association Board of Directors in addition to the Communication Alumni Council.



VICKI PRENTICE-RUBIN, Class of 1980

Vicki is President of Vicki Prentice Associates Inc. in New York City. 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 MA program, receiving her first Master's Degree in 1980 (BA in 1977). She is also currently doing doctoral work at the Institute of Transpersonal Psychology, with a specialization in creative expression and being with art in the unique context of museums worldwide. She is a member of the UCSB Department of Communication Alumni Council.



KAMYAB SADAGHIANI, Class of 2008

Kamyab is president of Core Life Sciences, Inc., which he founded in November 2011 as a distributor specializing in high quality yet affordable laboratory instruments for life science research. Kamyab graduated from UCSB with highest honors and distinction in the communication major. He graduated in 2011 with his MBA from Duke University's Fuqua School of Business.



MARY SHIRLEY, Class of 2007

Mary Shirley is a Product Marketing Manager promoting Google's B2B ads products to large advertisers and agencies. She leads marketing communication for the Google Display network, including web presence and overall brand positioning. Before marketing, Mary worked in the sales organization for 4 years, most recently as a Senior Account Manager working with some of Google's largest Healthcare advertisers and agencies. She has lived professionally in San Francisco, Boston, and now New York.

KIBIBI SPRINGS, Class of 1995



Passionate about helping people move into positive action, Kibibi is driven to impact organizational culture by facilitating communication that encourages the adoption of behavior, evolves brand awareness, and stimulates employee and consumer engagement. She has directed global consumer marketing and employee communication strategies for Global 50, 100 and 500 organizations, media agencies, non-profits and start up businesses. Her diversified experience includes directing global consumer product launches, marketing sales for B2B media services, project management, meeting design and facilitation, professional coaching. Currently a member of the executive team of Positivity U, Kibibi drives business goals through the development of content marketing and relationship building strategies and evolves the discussion and adoption of positive psychology in ways that improve employee happiness and result in greater productivity and profitability. An accomplished writer, Kibibi has published articles with iMediaConnection.com, co-authored a book for FabJob, writes for the business and self-help industry and curates a blog at LifeonSprings.com.

KEN STERLING, Class of 2012

Speed Mentor



Ken graduated from UCSB with a B.A. in Communication and a minor in Applied Psychology. He 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's background includes co-founding a technology company (cloud computing), co-founding BigSpeak and co-founding an international manufacturing company. Ken earned his MBA from Babson College and is currently pursuing his PhD in Education at UCSB with an emphasis in technology and organizational leadership. Ken 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 the Senior Marketing Manager at Steelwedge Software, a cloud-based, sales and operations planning software company. In this position Rebecca oversees outbound communication strategy, including lead nurturing, social media, e-marketing and trade shows. Rebecca has over ten year experience as a marketing professional in communications, brand identity, and social media, and was most recently the Senior Marketing Communications Manager at Occam Networks in Santa Barbara. Rebecca currently resides in Mill Valley, CA with her husband. She is an active member of the UCSB Communications Alumni Council.



Special thanks to Ken Sterling for his
donation to this event!

Your gift makes a difference!

Your gift of \$50 or more helps the department to meet all types of needs from classroom equipment and supplies to software for computer labs.

How your donation can help the department:

\$100: Information about internships to post on the department website

\$150: Sashes for Honors Students to wear at commencement

\$200: Recognition for Communication graduates, such as symbols that make it easier to spot our graduates at commencement

\$200: Special Career Development materials from National Communication Association

\$300: Reception to honor Graduates following Commencement



Please visit the Department of Communication's giving page at: <http://www.comm.ucsb.edu/giving>

