

COMMUNICATION CAREER DAY

2019



WELCOME BACK,
ALUMNI!



The Communication Alumni Council and UCSB Department of Communication present

11th Annual Communication Career Day
Saturday, April 27, 2019

SCHEDULE & PARTICIPANTS

1:00pm Alumni and Student Check-in

1:30pm Welcome and Introductions

Norah Dunbar – Chair, UCSB Communication Department

Alexandra Platt – Alumni Council Chair & Co-Chair, Alumni Council Events Team

2:00pm Alumni Panel

Carrie Beckstrom – Chief Learning Officer at PowerSpeaking, Inc.

Oriana Branon – Director of Community & Public Relations, Bay Area at Alaska Airlines

Justin Hannah – Manager of Marketing Technology at Hulu

Alexandra Platt (*moderator*) – Senior Business Analyst at Procore Technologies

2:45pm Networking Hour

3:45pm Career Day activities end; undergraduates depart Corwin

4:00pm Wine reception for alumni with faculty, graduate students & staff

COMMUNICATION ALUMNI MENTORS

| | <u>Graduating Class</u> | <u>Professional Title and Organization</u> |
|------------------|-------------------------|--|
| DANE ASATO | 2017 | Social Media Manager at Essence |
| MARIA BARAJAS | 2018 | Engagement Administrator at Special Olympics Southern California |
| DENNIS BAYS | 1986 | President & CEO of AmeriCoreUSA |
| CARRIE BECKSTROM | 1981 | Chief Learning Officer at PowerSpeaking, Inc. |
| CARLY BERTOLOZZI | 2017 | Program Coordinator at Office of Financial Empowerment for San Francisco |
| MARIA BIANCO* | 2012 | Human Resources Generalist at Houzz |
| JOHN BOLLEN* | 1994 | Chief Digital Officer at Mobilitie |
| JESSICA BRANDIN | 2011 | Associate Producer at FOX Sports |
| ORIANA BRANON | 2006 | Director of Community & Public Relations, Bay Area at Alaska Airlines |

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| MICHELLE BYARS | 2006 | Director, Unscripted Series & Specials at Turner Broadcasting Systems, Inc. |
| SCOTTY CARPER* | 1998 | CEO at SCMN Consulting |
| MAUREEN CARRIG* | 1992 | Senior Manager, National Media Relations at Robert Half |
| KRISTEN DICKEY | 2008 | Account Executive at VEVO |
| KRISTIN EVANS | 1989 | Health & Wellness Entrepreneur at Arbonne International |
| KIM FRIAS | 2016 | Beauty Public Relations & Branding Manager at Exclusive Artists Management |
| JEANETTE GIBSON* | 1992 | Digital Marketing Consultant |
| JUSTIN HANNAH* | 2011 | Manager of Marketing Technology at Hulu |
| DALIA JUAREZ | 2017 | Staffing Manager at Robert Half |
| KIMIA KALBASI | 2015 | Senior Content Marketing Manager at Hint; Content Creator |
| CHLOE KANG | 2012 | Public Relations Manager at Jonathan Simkhai |
| LILLIANA KARADAVOUKIAN | 2014 | Brand & Creative Development in Technology & Entertainment Industries |
| GILLIAN KAYE | 2012 | Manager, Branded Content at CBS Television Distribution |
| JASON KEARNAGHAN* | 1995 | Partner at Sheppard Mullin Richter & Hampton |
| LESLIE SOLOMON KLONOFF* | 1980 | Former Management Recruiter |
| KILMA LATTIN: | 2002 | President of Rotary International, La Jolla |
| AUDRA LOWE: | 1993 | TV Host/Producer/Voiceover Artist; Correspondent for “ <i>Celebrity Page TV</i> ” |
| ANNIE LY* | 2001 | Senior Brand Strategist at BrandingBusiness |

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| CAMILLE MAGNANI | 2016 | Human Relations Manager at SKY Facial Plastic Surgery |
| CHRIS MATHERS | 1979 | Teacher, Middle School & High School |
| DIANA NGUYEN | 2018 | Sales and Marketing Intern at Yardi Systems |
| JIM NICOLL | 1981 | Owner/Broker at Nicoll Insurance & Financial Services |
| GREGORY NIETO | 1991 | News Reporter, at CW & Fox News |
| FRANCESCA PALERMINO | 2017 | Programs Assistant, ONDAS Student Center & Transfer Student Center at UCSB |
| ALEXEI PIZAREV* | 2012 | Director of Client Strategy at Publicis Media |
| ALEXANDRA PLATT* | 2012 | Senior Business Analyst at Procore Technologies |
| SUSAN BREWSTER RABANO* | 1984 | Customer Success Leader in Technology Industries |
| ALIJAH RIVERA | 2017 | Digital Media Planner at Essence Global |
| ELIZABETH ROBINSON | 2000 | Senior Analyst at FireEye, Inc. |
| DILLON RYAN | 2012 | Manager, Member Services at Thrive Market |
| KAMYAB SADAGHIANI | 2008 | CEO at Terra Universal Inc. |
| MIKE SCALISE* | 2012 | Account Manager at SteelHouse |
| MATT SCHERMERHORN* | 2009 | Assistant Director of Admissions at Saint Mary's College |
| FLO SIEGEL | 2011 | Educator at Polytechnic School |
| RHANDY SIORDIA | 2013 | Technical Recruiter at Aerotek |
| JACK SUN* | 2018 | Enterprise CSM at Refinitiv (Thomson Reuters Financial & Risk) |

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| ERIN BERGAMO TACY* | 1992 | Chief Marketing Officer at Lenovo Data Center Group |
| KAREN THORLAND* | 1990 | Senior VP & Deputy General Counsel at Motion Picture Association of America |
| CYNTHIA TUCKER* | 1994 | Assistant Director of Event Operations at University of Southern California |
| NICHOLAS TURTON | 2017 | Account Coordinator at Fenton |
| BRYANA RYAN VOLKENANT* | 2015 | CEO at Bryana Ryan Cosultancy |
| CHRISTINA YAN | 2012 | Owner of Bellevue Floral Co. |
| ERIC ZACKRISON* | 2017 | President & CEO of IDI.US, Inc. |

***Member, Communication Alumni Council**



UC SANTA BARBARA

COMMUNICATION ALUMNI MENTORS



DANE ASATO, Class of 2017

Dane is an Associate Social Media Manager on the Google, YouTube account at Essence—a global media agency that strives to make advertising more valuable to the world. With a strong background in entertainment, he aims to use his “paid social” expertise to reach a new generation of users and drive digital viewership to YouTube’s original series. Prior to joining the YouTube team, he spent a year on the NBC Entertainment account developing the social media strategy for some of his favorite primetime TV shows including *The Voice*, *The Good Place*, and *Brooklyn Nine-Nine*. Dane attributes much of his success to the opportunities he was afforded within UCSB’s Department of Communication, including research opportunities, Lambda Pi Eta and Communication Association, and serving as the Lead Peer Advisor. He graduated with Distinction in the Major and minors in multimedia writing and educational studies.



MARIA BARAJAS, Class of 2018

Maria is an Engagement Administrator at Special Olympics Southern California. Her responsibilities include everything from recruiting volunteers to working development primarily in fundraising aspects. She also works on a lot of advertising materials for both Santa Barbara and Ventura regions. As a recent graduate, she has only been working with SOSOC since September of last year, but she is excited to see what the future holds and what opportunities it brings.



DENNIS BAYS, Class of 1986

Dennis is the President and CEO of AmeriCore Group. As a finance executive, he works to improve cash flow and profitability for the business community. The goal is always to help a business owner improve their bottom line, through reducing tax liabilities, planning for retirement, or finding unique solutions for working capital to small and midsize businesses. AmeriCore is well capitalized; maintains a flat and nimble organizational structure and allows clients and referral sources direct access to principals and decision makers. Dennis works with CPA's, Financial Planners and other lenders such as regional banks, Investment banks or inventory and equipment lenders in order to bring the most liquidity into the business of his clients. Dennis graduated from UCSB with majors in economics and communication.



CARRIE BECKSTROM, Class of 1981
Career Day Panelist

Carrie is the Chief Learning Officer at PowerSpeaking, Inc., a premier communications training firm headquartered in the San Francisco Bay Area. She joined PowerSpeaking in 2018 after more than 30 years in the learning and development field. Her mission here is to help take a company that has positively impacted more than 300,000 people over the past 30 years to new heights in leading-edge communication and presentation skills development. Prior to PowerSpeaking, as ADP’s Vice President, Enterprise Learning, she was honored to lead teams that made *Training Magazine’s* “Training Top 125” 10 years in a row. Carrie has served and led teams in many industries, and her experience includes learning strategy and execution, public speaking, facilitation and coaching, marketing communications, learning design and delivery, measurement and analytics, and client education.



CARLY BERTOLOZZI, Class of 2017

Carly is a financial inclusion enthusiast working as the Program Coordinator at the Office of Financial Empowerment (OFE) for the City and County of San Francisco. In order to advance OFE's mission of improving economic security and mobility for San Francisco residents, she does a little bit of everything - creating social marketing materials, designing focus groups, managing relationships with community partners, and more. Previously, Carly was a content marketing intern at Kiva, an international microfinance nonprofit that crowdfunds microloans for small business owners without traditional credit. While at UCSB, she was active in the American Marketing Association and served as a Research Assistant. She earned a B.A. in communication and a certificate from the Technology Management Program.



MARIA BIANCO, Class of 2012
Communication Alumni Council

Maria is a People Services Generalist at Houzz, the leading online platform for home remodeling and design. She uses her leadership experience to enhance employee growth and development and works to coach and mentor leaders on effective communication and crucial conversations. Prior to her transition to human resources, she played an integral role in growing a sales support department at Houzz. 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 and editing.



JOHN BOLLEN, Class of 1994
Communication Alumni Council

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.



JESSICA BRANDIN, Class of 2011

Jessica is an Associate Producer at FOX Sports. She got her start at DIRECTV as a Production Assistant on "The Dan Patrick Show" and worked on NFL Sunday for Red Zone channel. Working in production was always her passion so after a short stint in Human Resources she moved to FOX Sports and has been there for almost 7 years. Two Super Bowls and numerous shows later, she is now an Associate Producer who puts together segments and prepares guests/celebrities for the show "Speak For Yourself with Wiley and Whitlock." She enjoys making connections with people and working in the entertainment industry. Jessica earned her communication degree from UCSB in 3 years.



ORIANA BRANON, Class of 2006
Career Day Panelist

Oriana is the Director of Community and Public Relations for Alaska Airlines in the Bay Area. She leads the company's strategy in giving back to the region, working with close to 70 local nonprofits that fit the priority areas of youth & education, diversity & inclusion, and sustainability, providing over \$1 million in charitable resources in the past year alone. Additionally, she drives the communications planning and execution for the company to increase and deepen positive brand recognition, attribution and preference. She is also dedicated to opening up education and career pipelines for underrepresented communities. In her personal writing, she navigates the challenges and opportunities of being a working Latina mother with a very demanding job, and also hits home on personal topics such as race, ethnicity and family relationships. Her work can be seen in Huffington Post, Scary Mommy, Chispa Magazine and has also been picked up in The Los Angeles Times.



MICHELLE BYARS, Class of 2006

Michelle is the Director of Unscripted Series and Specials for TBS and TNT (WarnerMedia). Most recently Michelle played an instrumental role as part of the core TBS team's unscripted programming relaunch that included James Corden's *Drop the Mic* hosted by Method Man and Hailey Bieber and *Snoop Dogg Presents The Joker's Wild*, which debuted as the #2 and #3 new cable comedies in 2017. Both successful series recently concluded their second season and rank among the top 40 cable comedy series. In addition to several projects in development, including *The Gig with Shaq and Ken* starring Shaquille O'Neal and Ken Jeong, Michelle also oversees the *47th Annual AFI Life Achievement Award* (honoring Denzel Washington) and oversaw the *25th Annual Screen Actors Guild Awards*. Prior to TBS and TNT, Michelle began her career in entertainment at Mark Burnett Productions (now MGM TV) and Bunim-Murray Productions.



SCOTTY CARPER, Class of 1998
Communication Alumni Council

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
Communication Alumni Council

Maureen is Senior Manager of National Media Relations 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.



KRISTEN DICKEY, Class of 2008

Kristen is an Account Executive at VEVO, a premium music video and entertainment platform. She has worked in media advertising sales for 10 years across many amazing companies, including: NBC Sports, Turner Sports/Bleacher Report, Viacom/BET, Shazam, and now VEVO. Her personal passions are music and sports and her career trajectory has followed that alignment. At UCSB, she double majored in communication and sociology and captained the women's lacrosse team. She is a former resident of 6616 Sabado, which used to be the girls' lacrosse house.



KRISTIN EVANS, Class of 1989

Kristin is a health and wellness entrepreneur. She teaches, trains, and mentors health minded ambitious, positive people to build their own businesses and live life on their terms. She is an area manager and independent consultant for Arbonne International, a company focused on healthy living products. She also has over 20 years' experience in the health and beauty industry and is an accomplished stylist.



KIM FRIAS, Class of 2016

Kim is a Beauty Public Relations & Branding Manager at Exclusive Artists Management. EAMGMT is a beauty agency representing celebrity hairstylists, makeup artists, and male groomers. Kim focuses on building a bridge between artists and cosmetic brands (drugstore & luxury) to successfully execute red carpet sponsorships as well as ongoing short/long term partnerships. She is also in constant communication with beauty writers to get artists' placements in beauty articles for publications such as *InStyle*, *Glamour*, *People Magazine*, *Vogue*, *The Zoe Report*, and more. While at UCSB, she was a part of Her Campus, KCSB News Radio, studied abroad in Italy, and worked at the College of Letters & Science Academic Advising Office.



JEANETTE GIBSON, Class of 1992
Communication Alumni Council

Jeanette is a digital marketing consultant with 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.



HALIM HAMED, Class of 2018

Halim is a recent graduate and digital media marketer currently working as a Social Media Manager for Calidad Motors. Before Calidad Motors, Halim worked as a legal and leadership intern for Sigma Designs and Elite Motors. He is currently working on gaining experience while he also looks for better opportunities in the marketing industry. He is interested in a position where he'll be trained and learn new things about the marketing industry.



JUSTIN HANNAH, Class of 2011

Communication Alumni Council & Career Day Panelist

Justin is the Manager of Marketing Technology at Hulu. He is responsible for the technology partnerships and integrations that support 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, Google, and Salesforce. 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. While at UCSB, he double majored in communication and psychology and held research several assistantships with professors.



DALIA JUAREZ, Class of 2017

Dalia is a Staffing Manager in the Santa Barbara office of Robert Half, a global recruiting firm. She specializes in recruiting and placement activities for administrative, human resources, sales, marketing, and customer service roles in temporary, temporary to hire, and direct hire capacities. As part of the Robert Half OfficeTeam, she helps to connect candidates with opportunities and businesses throughout the Central Coast. She loves getting to utilize her communication degree and helping her community, and she would welcome being a resource for anyone seeking guidance post-graduation. While at UCSB, she was a Student Ambassador for the Annual Fund, interned in event planning and fund raising, as served as a research assistant.



KIMIA KALBASI, Class of 2015

Kimia is Senior Content Marketing Manager at Hint, a beverage company offering water with hints of fruit. She manages high-level social strategy for both the brand itself as well as the CEO and founders. Kimia is also the founder and content creator for her own blog, KimiasKravings.com. She initially started the blog as a hobby and utilized it as a creative outlet. Later she learned to monetized her brand and has partnered up with hundreds of brands from Uber to American Express to deliver sponsored content at scale and built a personal business. She's been featured in Huffington Post, Good Morning America Digital, and Forbes. Kimia launched her career while at UCSB with an internship at Melrose PR and Pursecase, which was featured on Shark Tank. She also interned at a variety of start-ups and social media companies.



CHLOE KANG, Class of 2012

Chloe is a Public Relations Manager at Jonathan Simkhai, a clothing brand providing luxury ready-to-wear fashion for women. Chloe handles relationships with the media and influencers as well as event planning. She started her career in fashion PR after securing an internship at Communication Career Day with a UCSB alumni during her senior year. From there, she interned in LA at Jimmy Choo and several PR agencies, learning the ins and outs of public relations and celebrity dressing. She worked her way up at Starworks Group and Diane von Furstenberg before joining Jonathan Simkhai.



LILLIANA KARADAVOUKIAN, Class of 2014

Lilliana began her career in Sourcing Promotional Products, then shifted to Human Resources and Payroll. Now she is actively changing her career into Brand & Creative Developmental Positions in technology and entertainment, using her skills in leadership and communication strategy, as well as her background in accounting. Lilliana is also a freelance artist who loves to break into a new canvas with thick layers of oil point. Lilliana graduated from UCSB with a communication degree and certifications in both leadership and sports management. She was President and Founding Member of Alpha Gamma Alpha at UCSB and served as a National Board Executive two years after graduation.



GILLIAN KAYE, Class of 2012

Gillian is a Manager of Branded Content at CBS Brand Studio, a division of CBS Television Distribution. Since joining the team nearly 3 years ago, she has helped drive the success of various strategic partnerships with numerous Blue Chip and Fortune 500 companies. Gillian previously worked on the Daytime Emmy Award winning production team of the Dr. Oz Show. She is experienced in crafting language that speaks to a variety of consumers and spends her personal time tracking industry trends, listening to podcasts, and watching terrible reality television. While at UCSB, she served as a research assistant, was on the executive board of the Communication Association, and studied abroad at the University of Sussex, England.



JASON KEARNAGHAN, Class of 1995

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.



LESLIE SOLOMON KLONOFF, Class of 1980

Communication Alumni Council

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.



KILMA LATTIN, Class of 2002

Kilma is currently the President of Rotary International in La Jolla. He is also an 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. 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.



AUDRA LOWE, Class of 1993

Audra 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.



ANNIE LY, Class of 2001

Communication Alumni Council

Annie is a Senior Brand Strategist at BrandingBusiness, a B2B brand consultancy where she helps companies unlock their competitive advantage, find their greatness and tell their story. Annie is responsible for managing research and strategy projects for companies and products ranging from digital technologies to healthcare. She has over fifteen years of diverse marketing experience and has worked on global projects for Alere Health, Samsung, NXP, Kia Motors, ADP, Novartis Diagnostics, Pearson, The College Board and LG. She played an integral role at Sega to bring one of the company's biggest franchise brands to market. She started her career at Goodby, Silverstein and Partners implementing digital campaigns for Wall Street Journal and Hewlett-Packard. In addition to her B.A. in communication, Annie holds an MBA in Marketing from University of California Davis.



CAMILLE MAGNANI, Class of 2016

Camille is Human Relations Manager at SKY Facial Plastic Surgery. She is in charge of managing the hiring process, supporting employees' professional growth, coaching employees, and facilitating team building. She conducts weekly one-on-ones and performance appraisals, processes time sheets, and manages employee benefits. She always maintains a cheerful demeanor that motivates everyone to give their best and to work together as a team. She is the one the team turns to for career guidance and growth. She loves working for a small, family-owned business who gets to make HUGE impacts in the lives of their staff and patients. While at UCSB, Camille majored in communication and minored in sociocultural linguistics. She worked as an assistant manager for Ulta Beauty and volunteered for the Isla Vista Youth Project. She is also an alumna of Sigma Omega Nu, a Latina Interest sorority dedicated to spreading awareness of ethnic diversity and well being among young women.



CHRIS MATHERS, Class of 1979

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.



DIANA NGUYEN, Class of 2018

Diana currently works on the marketing operations team at Yardi Systems in Goleta as a sales and marketing intern. Her duties include moving prospective clients down the sales pipeline and writing for the company blog. She just graduated in Fall with a degree in communication and a certificate in technology management. While at UCSB, Diana was involved in Lambda Pi Eta honor society, American Marketing Association, UCSB Climbing Team, UCSB Adventure Programs Staff, and Toastmasters International. Diana also studied abroad at the University of Manchester, England.



JIM NICOLL, Class of 1981

Jim is the owner/broker of Nicoll Insurance & Financial Services, with 27 years' experience as a fully licensed professional in Ventura. He is also active in the Ventura Chamber of Commerce, serving on the Board of Directors, as Vice Chair of Membership, on the Health Care Reform Task Force, and numerous programs for member networking, referrals, and marketing. Jim started his practice meeting with young homeowners and new parents around the kitchen table, for Health & Life Insurance, and college funds, and with the Chamber's help over the years, has grown with his clients, now helping Boomers and Seniors with Retirement Planning, Tax-Sheltered Indexed Accounts, Long Term Care, ACA, HSAs and Major Medical Insurance, Medicare Supplements, and small group health, and Employee and Executive Benefits.



GREGORY NIETO, Class of 1991

Gregory is a News Reporter at CW2/FOX31 in Denver. As a bilingual general assignment reporter, he reports live breaking news, investigative stories, daily news packages, and sports and weather related stories. After TV stops in Yuma, Yakima, and Orange County, he has been a TV reporter in Denver for more than a decade. He now has over 20 years' experience in writing and reporting news stories as a multimedia journalist and has been nominated for an Emmy award. While an undergraduate at UCSB, he wrote for both the Student Daily & served as a Columnist for the Greek Newspaper (Go Delts)!



FRANCESCA PALERMINO, Class of 2017

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
Communication Alumni Council

Alexei is currently the Director of Client Strategy at Publicis Media. During his 5+ year career in digital advertising, he held a senior role during an integration between two media companies after an acquisition, built multiple successful operations teams, managed an office in Europe, and is currently launching media operations on the west coast for Publicis Media's business unit, APEX. 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
Communication Alumni Council (Chair; and Co-Chair, Alumni Council Events Team)

Alexandra is a Senior Business Analyst with Procore, supporting the implementation, administration, and optimization of HR business systems at the 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.



SUSAN BREWSTER RABANO, Class of 1984
Communication Alumni Council

Susan is a Customer Success leader in the technology industry where she began at Oracle managing top SaaS customer accounts for the Fortune 500 global enterprise. Most recently, Susan served as Director of Customer Success and Customer Support for HappyOrNot Americas, developing customer success programs and processes to serve over 800 SaaS customers. While building the organization, Susan collaborated with Business Strategy leaders to improve Fan Experience for the San Francisco 49ers and the Oakland Athletics. She also developed Customer Experience improvement strategies for the U.S. Postal Service, Paradies Lagardere airport gift shops, and Walmart Canada. Customer service has always been a passion of Susan's, and she has had a 20+ year career in retail leadership. Her management experience led her to write and teach the online *Fundamentals of Management* course at the Academy of Art University in San Francisco. Susan's other passion is her affiliation with Chi Omega sorority which began at UCSB and has continued in serving as an advisor.



ALIJAH RIVERA, Class of 2017

Alijah is a Digital Media Planner at Essence as a part of the NBCUniversal team in Los Angeles. He leads the planning, management, and execution of digital marketing campaigns for award-winning films like *The Darkest Hour* and *BlackKkKlansman*. He received B.A.'s in communication and global studies with a minor in Asian American studies. He was also presented the University Service and Phi Beta Kappa Awards recognizing his academic and extracurricular achievements. He continues to be involved on campus through Kapatirang Pilipino's mentorship and recruitment programs. Outside of work, Alijah is also a boba connoisseur, a fan theory analyst, and an emotional investor in fictional characters.



ELIZABETH ROBINSON, Class of 2000

Elizabeth is currently a Senior Analyst and project manager at FireEye, Inc., a cyber security company where she manages cyber threat intelligence projects with high customer visibility. Earlier in her career, after a four year break from school, she went to graduate school at the Monterey Institute of International Studies (MIIS), where she received an M.A. in International Policy Studies and a Certificate in Nonproliferation. She then spent the next 10 years in the Washington D.C. area working in federal service on national security issues. In late 2015, she had a lucky opportunity to transition into the private sector, where she is currently. While at UCSB, she also spent a rewarding year studying abroad in Bologna, Italy. She is excited at the opportunity to give back and help fellow Gauchos in their journey into the professional world!



DILLON RYAN, Class of 2012

Dillon is now a Manager of Member Services at Thrive Market after beginning his career in customer service in early 2015. At Thrive Market, Dillon oversees a team of customer service specialists that provide a world class member experience. Dillon has assisted in building a customer support team that not only understands a wide array of operational policies, but also has the ability to engage with members about a wide variety of popular health trends, diets and lifestyles. The Member Services team helps provide other departments with customer insights that help drive change and improvements to the member experience on the Thrive Market website.



KAMYAB SADAGHIANI, Class of 2008

Kamyab is the chief operating officer (CEO) of Terra Universal, Inc., a leading manufacturer of cleanroom and laboratory equipment. Kamyab went to work for Terra Universal, his father's business, directly after graduating from UCSB. In 2011 he earned his M.B.A. from Duke University and left Terra to start his own business in lab equipment sales and marketing. Kamyab returned to Terra in 2013 and helped lead the company through a period of growth that continues today, more than doubling the size of the business.



MIKE SCALISE, Class of 2012

Communication Alumni Council (Co-Chair, Alumni Council Events Team)

Mike is an Account Manager in Strategic Partnerships at SteelHouse, an AI-driven, self-service advertising software company in Los Angeles. Prior to joining SteelHouse, Mike was a Senior Account Executive and Team Lead at Genbook, 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.



MATT SCHERMERHORN, Class of 2009

Communication Alumni Council

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.



FLO SIEGEL, Class of 2011 (B.A.) and 2012 (M.Ed)

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 one year old daughter, Charlotte, in Santa Clarita.



RHANDY SIORDIA, Class of 2013

Rhandy is a Technical Recruiter at Aerotek, a leading provider of technical, professional and industrial recruiting services. He is currently transitioning from technical recruiting into a role in account management. He began his career after graduation teaching 2nd grade and 4th grade via Teach for America in the Bay Area, then transitioned to mathematics professional development and resource creation in partnership with Smarter Balanced. While at UCSB, Rhandy was actively involved with Associated Students and served two elected positions while also working part-time as a CSO. He graduated with a degree in communication and psychology.



JACK SUN, Class of 2018

Communication Alumni Council

Jack is currently in a client-facing rotation program working as an Enterprise Customer Success Manager for Refinitiv, formerly the Financial & Risk business of Thomson Reuters. Refinitiv is one of the world's largest providers of financial markets data and infrastructure, serving more than 40,000 institutions in over 190 countries, providing information, insights, and technology that drive innovation and performance in the global markets. In his current role, Jack specializes in delivering comprehensive financial solutions to clients in various industries, enabling them to generate superior returns, improve risk and compliance management, increase access to liquidity, and create efficient and reliable infrastructure. Before moving to San Francisco for his full-time job, Jack was an active participant in Santa Barbara's local business community. While at UCSB, he worked in various positions with companies like Underdog Media, Shiphawk, MOXI, and the County of Santa Barbara HR Department.



ERIN BERGAMO TACY, Class of 1992

Communication Alumni Council

Erin is the Chief Marketing Officer at Lenovo Data Center Group. She is also the Executive Director of Worldwide Communications at Lenovo. 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 Corporate Positioning, Public Relations and Executive Communications. She began her 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 Alpha Phi sorority and the Crew team.



KAREN THORLAND, Class of 1990

Communication Alumni Council

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 has experience in a broad range of litigation and intellectual property matters, including copyright and trademark, rights of publicity and privacy, First Amendment, entertainment contractual disputes, and appeals. Prior to this appointment, Karen was a Partner at Loeb & Loeb, LLP, as the co-lead counsel for MPAA member companies in a national litigation campaign related to peer-to-peer file-sharing. She graduated from UCSB with Highest Honors, College Honors, and Distinction in Major, and is a graduate of the UCLA School of Law.



CYNTHIA TUCKER, Class of 1994
Communication Alumni Council

Cynthia is the Assistant Director of Event Operations for Trojan Event Services (TES), a division of Student Affairs at the University of Southern California. She is responsible for overseeing the business operations of TES, supervising a team of 8 full-time staff, 4 indoor event venues, 19 outdoor locations, 12 shared spaces with the USC Athletics Department and 200 student workers. She works closely with campus partners for event approval, oversees the department's expenses and labor costs, and assesses the venue's policies and procedures. She has 12 years of venue management and 25 years of event and wedding planning experience, including owning an event and wedding planning company. Cynthia is also an Adjunct Professor at USC's Thornton School of Music and is the co-instructor for the "Venue Management" course. She volunteers on the University Committee as well as the Diversity & Inclusion Committee. Her article "Diversity and Inclusion in the Workplace" was featured in *Facility Manager*. In addition to her B.A. in communication, she has an M.B.A. from Pepperdine University.



NICHOLAS TURTON, Class of 2017

Nicholas is an Account Coordinator at Fenton, where he channels his diverse nonprofit experience and communications skills to raise the profile and voice of progressive social causes championed by Fenton clients. Nicholas has always been committed to driving social change. He has professional experience in nonprofit communications and a background working on multiple social issues before arriving at Fenton in February 2019. Nicholas graduated with multiple honors from UCSB, and he is a two-time AmeriCorps alumnus. Nicholas is also currently pursuing an M.A. in Nonprofit Management at Antioch University LA.



BRYANA RYAN VOLKENANT, Class of 2015
Communication Alumni Council

Bryana is the founder and CEO of Bryana Ryan Consultancy, a leading strategic marketing firm focused on crafting campaigns that resonate with the digital native target audience. After more than a handful of years working in both the traditional and modern-day media industry, she came to the realization that it takes insight, humor, and intelligence to make a brand appealing through social media, strategic partnerships, and experiential marketing tactics, which are main driving forces for her consultancy firm born in 2018. She also currently serves as a Rotarian in the Lancaster West Rotary Club and is on the Board of Directors for the Children's Center of the Antelope Valley. 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.



CHRISTINA YAN, Class of 2012

Christina Yan is the owner of Bellevue Floral Co., a boutique floral design and event styling studio based in the Bay Area. She has been rooted in the events industry since her time at UCSB, where she interned for the International Women's Day Festival and planned philanthropic programs for the UCSB Alumni Association. She double majored in communication and art studio while also partaking in the Technology Management Program (TMP). Her entrepreneurial journey led her to work in a variety of fields including marketing, business development, and interior design before she took the leap to focus purely on floral design and start her business. Today, her scope of work ranges from weddings and private events to retail pop-up shops. She resides in the SF Peninsula and services both the Bay Area & Napa regions.



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

Eric is the President and CEO of IDI.US Inc., which controls the rights to the Interpersonal Dynamics Inventory (IDI), a powerful multi-rater personality/behavioral styles measurement tool. After 25 years as a manager and entrepreneur and completing his M.A., M.B.A., and Ph.D., 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.



UCSB COMMUNICATION 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.

STRATEGIC GOALS

Strengthen relationships between students and alumni and their connection to the Department

Increase visibility of Department to positively impact reputation and help meet membership and financial goals

Develop student and alumni career skills, knowledge, and professional networks

Raise monetary contributions to financially support Council, Department and student needs

STAY CONNECTED!



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[COMM.UCSB.EDU/ALUMNI/COUNCIL](https://comm.ucsb.edu/alumni/council)

ADDITIONAL MEMBERS OF THE COMMUNICATION ALUMNI COUNCIL

(not able to be mentors this year, but we thank them for their support!)



CAROL PFIFFNER BRIDGEMAN, Class of 1979

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.



MEGHAN KILLIAN, Class of 2010

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.



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.

**JUSTINE MILLER, Class of 2009**

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.

**JAMIE MORGAN, Class of 1999**

Jamie has been working in talent acquisition for 20 years and specializes in building teams and in candidate generation strategy. She is currently the Director of Sourcing Channels Strategy for Microsoft. In this role, she drives Microsoft's global talent sourcing strategy to optimize candidate generation efforts, and she leads a global team that delivers market insights and intelligence, diversity programs, storytelling strategy, channel performance, and HCM innovation. She maintains that the best outcomes derive from a human, unguarded approach; and that doing the right thing, over the easy thing, is in the best interest of all parties. While at UCSB, Jamie served as Panhellenic President, Rush Chair for Alpha Chi Omega, and Patient Advocate for the Student Health Center. She holds a B.A. in Communication with a minor in English, and she holds a M.A. in Organizational Management.

**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.

**NOELLE WHITE, Class of 2009**

Noelle is an Associate Marketing Manager at Annie's Inc., a General Mills company devoted to natural and organic foods. Prior to Annie's, she was an Associate Brand Manager at Pharmavite, responsible for evaluating, developing, and commercializing new product launches for the vitamin brand Nature Made. She is a brand marketer with 7+ 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.

**YARDENA ZWANG-WEISSMAN, Class of 2003**

Yardena is a Litigation Partner in the Los Angeles office of Morgan, Lewis & Bockius LLP. Yardena focuses her practice on environmental, mass tort and product liability litigation and is a member of her firm's crisis management practice. She also counsels clients in investigations and internal examinations, and she represents financial institutions and clients in the technology industry in commercial litigation with an emphasis on class and mass actions, as well as contract and business disputes. Yardena graduated from UCSB with Highest Honors, Distinction in Communication, and she received the Steven H. Chaffee Award for Excellence in Research. She received her law degree from University of California, Hastings College of the Law.

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

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