



# Career Week 2008

## *Something for Everyone!*

### Communication Careers

The Marquette University Career Services Center strives to assist all students and alumni in discerning, developing, and pursuing meaningful traditional and non-traditional career paths.

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**Thank you to our panelists and their respective employing organizations for taking part in today's program.**

### **Jennifer Guilette**

HR Generalist  
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Jennifer Guilette graduated from the University of Wisconsin-Milwaukee's Department of Journalism and Mass Communication with a degree in Advertising and Public Relations and a minor in Communications in 2000. Guilette interned with Laughlin/Constable during her last 9-months at UWM. Shortly after graduation, she was hired on full-time as an HR Assistant. Now an HR Generalist, Guilette and the HR Director work hard to make Laughlin/Constable a great place to work including a three-time recipient of the Best Places to Work award and a Family Friendly workplace award. Guilette's biggest career challenge has been staying on top of current industry trends to make Laughlin/Constable an attractive place for potential candidates. Guilette's biggest career success has been the ongoing outreach to area schools, informing students of the many areas included in an advertising agency and how to focus their career goals to lead them to a job they can love.

## **Ron Smith**

Deputy Copy Chief/Days  
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Ron Smith is the deputy copy chief for days and a weekend news editor at the *Milwaukee Journal Sentinel*. Smith is currently working on a master's degree in leadership studies at Marquette University, where he graduated with a degree in professional communication. Before moving to Milwaukee in 2003, Smith worked as acting copy chief at *The Oregonian* in Portland and was a copy editor at the *Los Angeles Times* and *Newsday*. He served as the chief copy editor for two Pulitzer Prize-winning stories in Los Angeles and in Portland and is active in the National Association of Black Journalists and the Wisconsin Black Media Association. Smith's biggest career success has been working as a copy editor for three stories that won Pulitzers for the *Los Angeles Times*, *Newsday* and *The Oregonian*. His biggest career challenge has been staying relevant as newspaper readership declines as Internet readership increases.

## **Caitlin Moyer**

Marketing & Promotions Manager  
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Caitlin Moyer is a native of Milwaukee, Wisconsin. She attended Divine Savior Holy Angels High School and graduated summa cum laude from the Marquette College of Communications in 2004. While at Marquette, Moyer had internships with both WXSS Radio and the Milwaukee Brewers Baseball Club's Corporate Sales and Promotions department. She was also Vice President of the PRSSA and a sportswriter for the *Tribune*.

From 2001-05, Moyer was a manager at Burghardt Sporting Goods in Brookfield, Wisconsin. During 2004-05 she worked with the Milwaukee Admirals, writing articles for their website, newsletter and the American Hockey League Website (theahl.com). In May 2005, the life-long baseball fan landed her dream job, joining the Milwaukee Brewers as the Club's Marketing & Promotions Coordinator and has since worked her way up to her current position as the Marketing & Promotions Manager. Moyer's job responsibilities include: maintaining and facilitating project flow; conducting market research;

coordinating advertising schedules and placement; serving as the liaison between Marketing Department, vendors and internal customers; developing and fulfilling special ticketing promotions; and working with local colleges.

Moyer is also a member of FUEL Milwaukee's Creative Council and is a volunteer yoga instructor for Hart Park Square Senior Center. When she's not working, she enjoys writing, working out, cooking and spending time with her husband, Brian and their two cats. Moyer's biggest career challenge has also been her biggest success and that is breaking into the Sports Marketing scene.

## **Christopher R. Stolarski**

Media Relations Specialist  
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A *cum laude* graduate of Marian College of Fond du Lac, Wis., Christopher Stolarski earned his bachelor of arts in communication, with dual emphases in journalism and public relations. After graduation, Stolarski took a position as a chapter consultant for his fraternity's national office in Indianapolis, Ind. He subsequently took a position with Milwaukee-based Medical Search Partners, a physician recruitment firm and set up the company's Indianapolis satellite office.

His greatest career challenge was transitioning back to his roots in public relations. Successful in his endeavor, he joined Borshoff Johnson Matthews, Indiana's largest PR firm in downtown Indianapolis. There he found a niche in media relations, and helped lead the hugely successful publicity efforts for the opening of French Lick Resort Casino, which he regards as his biggest career success...so far.

Late-2006 was a call home for the Milwaukee-area native when he was offered a position at Marquette University. In February 2007, Stolarski began working in the university's Office of Marketing and Communication as a media relations specialist. Here he serves the university's overall communication efforts by working with the local, regional and national news media. Stolarski identifies and strategizes story ideas from across the university and pitches them to various news outlets. He also facilitates expert interview requests and supports a vast array of the university's communication efforts.

**Megan M. Kelley**

Director of Meetings

Executive Director, Inc.

Milwaukee, WI

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Megan M. Kelley is a 2003 graduate of Marquette University's College of Communication with a degree in journalism. Since graduation, Kelley has worked in the field of association management as a meetings professional responsible for planning and executing conferences, workshops, and board meetings for national and international non-profit associations. Kelley feels that her greatest career achievement has been the continued increase in attendance and improved logistical organization of the events she handles. Last year, she organized her first event outside of the United States, an international Emergency Medicine congress in Italy. Upon the successful conclusion of that congress, she was assigned to exclusively manage international meetings. Kelley is also pursuing the designation of Certified Meeting Professional (CMP), a benchmark in the meetings and conventions industry.