



Career Week 2008

Something for Everyone!

Careers in Management

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.

Mackenzie Bestold

Advertising Manager

Uline

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I graduated from the University of Illinois with a Bachelor's of Business Administration specializing in Marketing. Post graduation, I worked at an online media agency named Starcom IP. At Starcom, I worked with such clients as the US Army and Allstate Insurance to create online programs and place ads on relevant websites with which their potential recruits and customers could interact. The work was interesting and extremely fast-paced.

In 2004, I transitioned to the client side and started working at Uline Shipping Supplies. I started as the Advertising Assistant and helped manage all of our paid search campaigns (Google, Yahoo!, etc).

Today, as the Advertising Manager, I continue to manage our paid search campaigns, along with a team of three, and also manage all of Uline's non-catalog advertising – direct mail postcards, yellow pages, truck advertising, print and billboards.

Thus far in my career, my greatest challenge has been balancing work and a recent return to grad school. Last January, I started working on my MBA at Northwestern's Kellogg School of Management. Balancing my time between full time work and part time school has been hard, but very rewarding. I

realize how much I took my free time for granted and try to maximize every spare minute I have now. I am very fortunate to have a team and company that support me with my goals.

On the flip side, while balancing such a busy schedule with work and school, one of my greatest successes has been helping Uline launch its very first Canadian catalog. I gained experience working with many different departments and learned a ton! Our newest branch opened in Toronto on March 17th and I am very proud that I could play a part in expanding Uline's international presence.

Brett Kaplan

Area Manager

Enterprise Rent-A-Car

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Sociology Degree from Edgewood College in Madison, WI. Biggest success is becoming an Area Manager with Enterprise in 3 years. Biggest challenge is balancing my need to impact my employees careers daily as well as all other duties that come with my job descriptions. I would love to spend all my time interacting, training and motivating my employees in our branch setting, but as an Area Manager overseeing 45+ full and part employees it can be challenging. I'm also in charge of all marketing, interviewing, hiring, disciplining, as well as have many administrative and HR responsibilities. I love my job and all aspects of it but am pulled in many different directions and work daily to find a balance.

Steve Pfeilstifter

Store Manager

Walgreens Racine

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I attended the University of Wisconsin Oshkosh, majoring in business finance. After college, in 1992, I began working as an Assistant Manager for the Walgreen Company. I was an Assistant Manager for four years before getting promoted to Store Manager. As a Store Manager I have managed five stores in the Milwaukee, Racine area. The biggest challenge of my career has been managing the wide variety of people who have worked for me. For instance, ages varying from sixteen to sixty-five, very different educational backgrounds, and demographics. The biggest success in my career has been my ability to move forward in the Walgreen company. It has been very gratifying to work for a company that purely promotes from within based on talent.

Craig Pierce

Management Associate

Wetzel Brothers (Consolidated Graphics)

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Craig Pierce is a 2004 graduate of Marquette University's College of Business. After graduation, Craig chose the unique experience of serving as an AmeriCorps volunteer at Nativity Jesuit Middle School in Milwaukee. This position put Craig in the classroom with Latino middle school students from Milwaukee's south side. After two full years of volunteering, Craig was ready to draw on his background and pursue a career in business. After a number of interviews, Craig found a match with Consolidated Graphic's Leadership Development Program. (See www.cgxoncampus.com). This program placed Craig at Wetzelsiblings, an area company that produces Temporary Point-of-Purchase displays and retail signage. The Leadership Development Program (LDP) is a three-year rotational program that prepares recent college graduates to be high-level company leaders and salespeople.

Biggest Career Challenge (And Success!)

As a young and recent college graduate, taking an active leadership role in a company has its challenges. For young leaders, the red carpet is not always unrolled in an environment that hosts older, more-experienced, and less-than-wholehearted colleagues. It's easy to lose perspective and enthusiasm at times. However, perspective and enthusiasm are exactly what must be maintained in this position. Despite strong resistance and opposing viewpoints, leaders must maintain their integrity. As a leader, I have been pushed near to the limits. Privately, I have doubted myself and my abilities. Thankfully, however, I have had the training, background, and support to make it through. I was able to embrace the challenge and overcome it, and now I'm better off as a result.