

Parkbench Marketing Class EOC Flyer Winners: Spring 2014

Life doesn't always have a right answer



Getting my dream job

- ✓ Interview skills
- ✓ Networking
- ✓ Experience
- ✓ Changing majors

but having a mentor helps you cross off all the wrong ones

Everyone has different goals on their clipboard, and the only ones that should be left are the ones your mentor approves.

With EOC's Academic Year - Long Mentoring Program, you get a mentor that can get you to meet your goal. Get introduced to a larger network, get direction and exposure by being prepared in a way a classroom never could.

Learn more at <http://blsciblogs.baruch.cuny.edu/eoc>  
Or email [executivesoncampus@baruch.cuny.edu](mailto:executivesoncampus@baruch.cuny.edu)



**Desmond Chan's** main interest is working in creative; specifically being a copywriter. As a senior at Baruch, he is working towards gaining more experience, taking different assignments and projects to create a portfolio of creative work. Being a Digital Marketing major allows him to develop various skill sets while keeping up with the paradigm shift in technology. This allows him to be versatile and use his creativity to engage others digitally. Connect with Desmond on LinkedIn: <http://www.linkedin.com/pub/desmond-chan/73/400/b93> Email Desmond at: [Desmond.chan@hotmail.com](mailto:Desmond.chan@hotmail.com)

# Academic Year-Long Mentoring Program



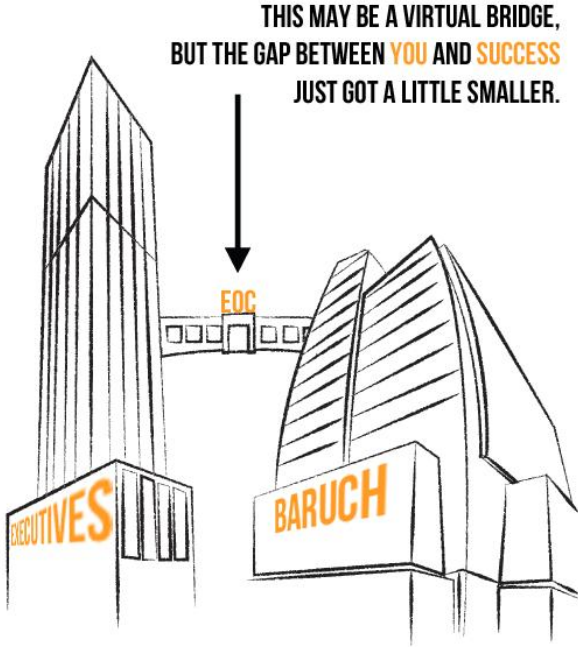
Got a question? Bring it!

Executives on Campus (EOC) provides undergraduate and graduate students with Mentors who guide them with networking, interviewing and other essential soft skills to make Baruch students competitive in today's job market. Learn more of our exclusive program in which qualifying students are matched with a mentor for the entire academic year at at EOC website: <http://tinyurl.com/me37ay6> or email [executivesoncampus@baruch.cuny.edu](mailto:executivesoncampus@baruch.cuny.edu)




**Geok Seah** graduated this spring with a BBA Marketing and Advertising. Outside of his studies at Baruch, Geok works as an event planner and is involved in marketing planning and implementation for a medium size company. After graduation, Geok will work on starting his own business.

THIS MAY BE A VIRTUAL BRIDGE, BUT THE GAP BETWEEN YOU AND SUCCESS JUST GOT A LITTLE SMALLER.



Opened to undergraduate and graduate students graduating in 2016, EOC (Executives on Campus) is offering an Academic Year-Long Mentoring Program in which Mentors will commit a year to helping students define and achieve their career goals by providing professional support, counsel and serve as role models for the Mentees. Applications are available starting May 2014. To find out more, visit <http://tinyurl.com/me37ay6> or email [executivesoncampus@baruch.cuny.edu](mailto:executivesoncampus@baruch.cuny.edu).



**Michelle Chan** is an Advertising & Marketing Communications Major. Her professional interests include Email Marketing, Interior Design, & Entrepreneurship. Michelle's short-term goal is to obtain a full-time position with a large retail company that she feels passionate about, and to build a successful digital marketing career with that company. Her long-term goal is to become a brand manager or to open her own business.