

Baruch Marketing Stars

by Rachel Hong (BBA Marketing, 2012)

The Baruch Marketing Stars is an alliance formed by Baruch College's faculty, alumni, and industry professionals to build a stronger marketing community at Baruch College by connecting current students to valuable opportunities such as:

- Mentorships by experience professionals
- Networking and speaking events
- Partnerships with marketing companies for recruiting, company tours, and competitions

The Baruch Marketing Stars Board was first formed by encounters of serendipity and was strengthened by many people's contributions and support.

The history of the Marketing Stars Board can be traced back to 2013, when Baruch alumnus and marketing professional, Jessalin Lam (2010) met with the former chair of the marketing department, Professor Charles Gengler. Initially set as a simple catch-up, the meeting evolved into an in-depth discussion.

Jessalin and Professor Gengler explored the ways they could work together to increase the aspirational value of being part of the Baruch College community of students, alumni and faculty in the marketing field by building awareness of success stories, and creating connections, opportunities and conversations. They first created a LinkedIn group called "Baruch Marketing Stars and Friends" to invite all of their marketing contacts to join. The group now has 700+ members, including marketing professionals from diverse fields and disciplines as well as HR professionals eager to tap into this talent pool.

After Professor Gengler left Baruch College, Jessalin continued to collaborate with Professor David Luna, Professor and Department Chair at Baruch's Aaronson Department of Marketing and International Business, as well as with Ana Valenzuela, Associate Professor of Marketing and now Director of Outreach for the department.

Within two years, the Marketing Stars Board has found many influential and dedicated supporters within and beyond the Baruch community. For example, Baruch's Department of Marketing, Office of Alumni Relations, the Starr Career Development Center and Zicklin School of Business' Graduate Career Management Center are all valuable supporters. Beyond Baruch, alumni from different marketing disciplines as well as seasoned HR professional at top advertising agency have contributed to specific task forces that leverage their expertise, networks and passion

Immediate Achievement Goals

In order to tackle several medium term goals more efficiently, the Advisory Board is broken into three different task forces:

- The Career Committee -- spearheads information sharing regarding career opportunities including company tours, industry events, and competitions to give access and hands-on experience.
- The Mentorship Committee -- leads all mentorship activities to provide students with guidance and support to prepare them for career in marketing industries
- The Media Committee -- is in charge of PR and promotion of the Marketing Stars Board

Achievements of Baruch Marketing Stars

Speaking Events & Panel Discussions

- **Professor Stacey Finkelstein's marketing strategy class** included a session with alumni to share their experience.
- **Starr Career Center marketing and advertising panel** Speakers included April Boykin (2007), Associate Generalist, HR, Havas Health; Jessalin Lam (2010), Director of Marketing and Sales at SoundView Broadcasting LLC; Helen Lee, Account Director at Google; Scott Fogel, Consumer Strategist, Insight and Strategy at Initiative and Jennifer Ocean, Global Marketing Director, Godiva Chocolatier
- **Mentorship Committee**
Members Dashaun Simmons (2005), Senior Copy Writer at Sudler & Hennessey and Rachel Hong (2012), Senior Sales Planner at Business Insider, worked with Baruch's Executive on Campus team to speak at a Job\$mart Digital Marketing Panel, in which they shared their industry experience with Baruch students.



Professional Organizations

- **Advertising Women of New York's Career Conference** -- Career Committee member Jessalin Lam helped Baruch students to sign up for the event to network with professionals in marketing industries. She also encouraged Baruch student, Gai Ho, to apply to the graphic design contest that promotes the conference in 2013, and Gai won the contest. <https://www.facebook.com/awnyACC>
- **The Advertising Club of NY annual summer speed networking event**
Jessalin Lam was the organizer of this event and she let a handful of Baruch students know about it so they could network with professionals from companies including Google, Wunderman, Tumblr, McCann, Digitas and more.

Internships/Jobs

Members often tap into Baruch students and alumni for internship/job opportunities. For example, an alumnus posted a BBDO internship on our Marketing Stars LinkedIn group. A Baruch student applied and got the internship.

Referrals

Members often help their mentees connect with their professional contacts.

Company Tours

The Career Committee arranged company tours to Google and Havas Media to provide exposure to the industry for students.

We're always looking for passionate members to join our team! If you're interested in joining the Baruch Marketing Stars Advisory Board, please email Professor Ana Valenzuela, Associate Professor of Marketing and Director of Outreach for the Department at ana.valenzuela@baruch.cuny.edu. We know there are many more Baruch marketing stars out there. Please join us!

Rachel Hong (BBA Marketing, 2012) is a Senior Sales Planner at Business Insider. Prior to joining Business Insider, Rachel worked at a global media agency as Digital Analyst, and before that, she had completed internships at media and ad tech companies as well as advertising and PR agencies. Rachel has too many interests outside of work to keep her away from boredom. Her favorite quote is "The Purpose of Life Is a Life of Purpose". Her second favorite quote is "Stay Hungry, Stay Foolish". She mentors Baruch students through Executives on Campus, and is a member on the Baruch Marketing Stars board mentorship committee.