

FINAL SENIOR PROJECT REPORT

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INTRODUCTION

Carpe Diem was a saying my dad always used to say when I was young. I feel like I have seized the day. My college career really flew by. I have loved college and am excited for my future career. I have worked in the field in internships and various jobs. These have all helped me to get where I am today. This document is my Final Capstone Project Report and is divided into four sections that portray my communications and media expertise. It outlines my visual portfolio, informational interview, five impactful classes, and my creative project. My creative project is the culmination of my entire communications education at DePaul.

VISUAL PORTFOLIO OF EMMA FOGARTY

<https://emma.fogartyservices.com>

This is my Visual Portfolio that portrays my personality as well as my skills and what I have learned during my time at DePaul. This portfolio began during an internship course at DePaul and has progressed. It has helped me to brand myself and keep an up-to-date sample of my work. I will explain my design choice, photos, links, and what they include. The home page includes a photo of Chicago that I took. It has a summary of what I do and my background. It includes a photo of me as well. In addition to the home page, I also have a videography page, photography page, writing page, resume page, and then my final capstone page.

Choice of Web App, Webpage Design, Choice of Photos

The first portfolio I did using Wix but found it not customizable enough. WordPress is more complicated but allows me to have more creative control. My WordPress site is similar design wise to my first portfolio. I have used WordPress for a blog in the past so that helped me know how to use aspects of it. I wanted it to be clean and classy. I used a black and white Chicago still I took for the home page. I have a happy photo of me but will switch this out once I get professional photos done for my new job. I selected the photos on my photo page because they are some of my favorite photos I have taken. I think the photos and videos I selected portray my experience in various aspects of the Communications and Media realm. I also have my vimeo account linked with my other video work. I also have included some of my writing such as a press release and a fact sheet. On my Resume page, I have my resume outlined on the page and a downloadable resume. I also have my sample elevator speech. On my creative portfolio page, I have included all of my work for my capstone project including this document, my video presentation and my creative project. Once I am officially done with school, I plan to work on some video editing in the evening and update my video portfolio

Contents & Explanation of Links

I have linked my videos to my vimeo account. I have also used YouTube for my Elevator Speech and my final presentation. Vimeo has various other work I have done over the years. I put my images directly into a gallery page instead of linking them. I thought it was easier for people to access and look at. I have my resume updated with a downloadable button. My written work is embedded directly into the site with buttons similar to the resume. I tried to keep most everything within the site itself to make it easier for myself and others to view my site, but used buttons for the pdf versions of my documents.

INFORMATIONAL INTERVIEW RESULTS & ANALYSIS

I will now explain the Informational-Gathering Interview I conducted with a businessperson in my field. This interview gave me insights into a career path that interests me and gave me advice for success. I was able to reconnect with a previous supervisor for my internship at the Chamber of Commerce. I wanted to hear more about her current position and how it differs from her past work.

General Information of Interviewee & How the Interview Went

I interviewed Carisa Marconet with Jeni's Splendid Ice Cream. She is their Local Marketing Manager for Chicago. I scheduled the interview via text because I do not have her updated email as she just switched positions. We did the meeting over zoom and the informational part lasted about 25 minutes. I recorded it to be able to review it later. She was easy-going, sincere, positive and forthcoming. I have worked with her in the past so we had a good rapport for the interview. Before the interview started, I caught up with her and how she is doing which was a nice way to lead into the interview itself. I thought overall it went well. I found myself a little nervous because as the interview went, I switched the order of my questions. I have done many interviews before for video work, but this one was different. I asked her about her past work experience as well as advice. I wish I had structured my questions differently, but I think overall it went well since I adjusted and asked follow up questions. It surprised me that she said to not be afraid to switch jobs. I have never thought about switching positions, but it is a good point. She said to always keep tabs on what you enjoy and dislike about a job so you will know what to look for in a new position.

Interview Questions & Summary of Answers

Question 1: Could you explain to me your background and how you got the position you are at currently?

Summary of Answer: Carisa started out in music festivals after her experience at DePaul Activity Board. She was then able to get a full-time job in the music industry which she worked for a few years. Then she transferred into the Chamber of Commerce where she focused on business promotion and community engagement through marketing, event management and social media. She recently switched positions to Jeni's Splendid Ice Cream where she is their Local Marketing Manager. She works with the stores as well as other contacts to bring more traffic to the 11 locations.

Question 2: What's your favorite part of your current position?

Summary of Answer: Her favorite part of her current job is the company itself and the work environment. She likes the values of the company and how everyone is nice. She said she likes the marketing focus as well because it is a nice change from events. Carisa also mentioned how she is able to work with many people she once worked with at the Chamber of Commerce for fundraisers and community activation. She can work with many people and focus on fundraisers to reach a lot of people.

Question 3: What is your typical day?

Summary of Answer: She says her days are a different, but there are aspects of each day that are similar. She normally has a phone call for outreach partnerships and making sure the shop team is aware. She also researches who they should be reaching out to for future partnerships. Outside of that she has meetings with organizations and other team members. She says her job isn't as much social media as her last job because there is a social media team. Her job focuses on community engagement.

Question 4: On LinkedIn, I noticed your position as Local Marketing Manager, do you work at all the shops in Chicago?

Summary of Answer: She works with all the Chicago shops including the suburb locations. She manages the community engagements for all 11 shops.

Question 5: What drew you into the marketing world?

Summary of Answer: She believes she was naturally drawn to the marketing world from her events and music festival start. She said she likes the change because it is a more flowing process as opposed to more deadline and project-based events. She likes having a more predictable schedule.

Question 6: What advice would you have for someone in your field at my stage in their career?

Summary of Answer: Her advice was to be flexible and be open to brainstorming. Collaborating allows for the best outcomes. She explains how this is particularly relevant for fundraising and volunteering partnerships she establishes.

Question 7: How do you create motivation for yourself and your team?

Summary of Answer: She works remotely so her motivation stems from wanting to do a good job. She wants to be there to support the shops and help bring more customers. She also finds motivation by connecting with the communities.

Question 8: Career setback?

Summary of Answer: She didn't think of any career setbacks because her positions have been a steady progression. She was at each position for about 3 years before switching. She says the only setback she has faced would be taking longer to switch jobs, but ultimately that helped her to figure out what she was looking for in the new job.

Question 9: How and where do you find inspiration?

Summary of Answer: She finds inspiration from other companies similar to Jeni's. She likes seeing the other activations and engagement companies do and brainstorming how it would be effective for Jeni's.

Question 10: What skills do you have that you think have been most helpful?

She says staying organized and managing your emails are the most helpful. She also finds prioritizing time and managing emails important. Being flexible and connecting with people also makes her job easier and more enjoyable.

Question 11: How do you prioritize your time being working remote?

She starts her day by taking five minutes to look at the tasks and organizing the list of what needs to be done. She will keep a running task list throughout the day. She says it is good to block out time to respond to emails. Carisa finds this helpful to not get distracted by emails and have to refocus on other tasks.

Question 12: What is one thing you wish someone had told you about the career stage I am at currently?

She says, "Work hard wherever you are." She explains it is also important to evaluate your job and what you do and don't like. If there is something you can change, work to make your job more enjoyable for yourself. If not, she says looking for a new position based off your evaluation is

beneficial. She explains supporting coworkers is important. Having fun and not stressing out too much are also important to work.

Question 13: Why is networking important to you?

She finds networking important because it builds new relationships which can lead to future partnerships. She finds this important because it can cause more ideas to form and also help her with marketing from new perspectives.

Question 14: Is there anything that I didn't ask you that you want to talk about for someone in a similar industry such as tips?

Her tips are to manage stress. She said that some people can make things bigger in their head than others, but understanding how you handle stress is helpful. She also said being able to define relax and work time and spaces. Since she works from home, she explains it is important for her to have spaces that are for work and spaces that are for relaxing.

Question 15: I am going into a male dominated field. Have you ever experienced difficulty being a woman in your career? If so, how did you combat it?

She explains that in the music industry, she felt it was more male focused. Sometimes in events men would not think she is capable of carrying things. She said if something like this happens you can kindly remind them that you are capable and explain how the way they are speaking is not appreciated. She said it is easy for people to assign a job to someone else because they assume women aren't as strong. She will talk to a coworker who is making her uncomfortable, talk to the boss, or let it roll off her back. She believes a lot of that stems from company culture and can only be changed from the top.

Thank You Email or Text

Thank you for taking the time to meet with me! It was so good to catch up!

FIVE EXCEPTIONAL CLASSES IN MY LIBERAL ARTS MAJOR

In my time at DePaul, I have been fortunate enough to take many amazing classes with talented professors. I will explain five classes from my Liberal Arts and Science major that have positively impacted me in my ability to gain more knowledge and skills that will be applied to my future career. Advanced Event Planning, Data Research and Insights, Film TV Talk Workshop, Principles of Management and Mass Communications.

Advanced Event Planning

Advanced Event Planning was the second class in the event planning series. I was able to take this class in person. We learned more detailed aspects of the event industry. In this class, I completed five event projects. The first one we learned how to design a financial excel sheet that is standard for the event industry. The second project outlined the importance of graphic design in a written format. The third project was a catering planning sheet with calculations for food and why we selected it. We also had to include a menu for the event. The fourth project was a virtual project of our choosing. I did mine as virtual baking event with a famous pastry chef. The final project we did was a Budget Proposal for a non-profit event. It explained the budget in a document and then also included the breakdown of costs with planned earnings. Each of these projects helped me to better

understand event planning from a more financial aspect as well as the importance of graphic design. I was able to learn more about catering which will be helpful for me to know if I work with caterers in the future. In addition to this class, I took another class that helped me with data and research.

Data Research and Insights- data and research skills

Before taking this class, I had always been one to hate research, but this class really changed me. I was able to learn about research and why it is important for public relations. I was also able to work with a partner for a final project. We chose a client and ran a survey. We each did an informational interview to find out more about our target audience for our questions. We did ours on Marriott and explored what Generation Z looks for in travel accommodations. We wanted to find out what people found important for choosing accommodations. We learned how to use Qualtrics and structure the questions in a way that made sense and was helpful for us. We learned about the importance of analyzing the results and then drawing the conclusions.

Film TV Talk Workshop

I have taken this class twice because as a two-credit hour class, I was able to add it to my schedule. I also love the workshop format and was able to learn a lot. Over the course of the two quarters, I was able to be Technical Director Understudy, Technical Director, Streaming Technical Director, Assistant House Manager, and Apprentice Sound Mixer. I also was able to learn about other position by working closely with them and through lectures. I was really excited about the ability to Technical Direct since I had done it long ago in high school. I really enjoyed working with the camera crew and calling the cuts. I also liked teaching others about the switcher. Sound Mixing was something I didn't have a lot of experience in but wanted to learn about it to cross train myself. It was interesting and the Sound Supervisor helped me to learn about it. This class relates very closely to the work I will be doing in live events as a Production Coordinator for a Production Company. The next course I took was Principles Management which will help me with management.

Principles of Management

Principles of Management taught me about managers, decision making, entrepreneurship, organizational structure, organizational control, human resources management, motivation and performance, leadership, and effective team management. Each weekly topic covered a specific topic. We did case studies and quizzes to test our knowledge. The case studies helped me to apply the various topics to real world examples. I believe as a production coordinator; I will be able to use these management skills to help me manage others and understand my managers better. In addition to this class, I took Crisis Communication Management which helped me to understand Crisis Management.

Crisis Communication

In this course, we learned about many famous crises and how they impacted the overall company for the long-term. We explored the BP oil spill as well as the Facebook data leak. We wrote reflections about different theories and case studies. We learned about apologies are important for professional relationships. We completed the quarter with a project about a crisis scandal and how it was handled. We explained the message of the Houston Astro Scandal as well as how it was received by people. We explained the media coverage and stakeholders involved. We also explained the reputation impact and recommendations. This class taught me about how to handle a crisis such as crafting the message that is sent to stakeholders and media. I learned about the various theories that impact crises management.

The Results

These classes in addition to many other have impacted my overall knowledge. I learned about event planning and budgeting, data research and survey creation, live events and various positions, management skills, and Crisis Communication. I have been able to apply technical skills and practical skills from these classes to various internships over the years and my current position.

CREATIVE PROJECT

Next, I will introduce my unique creative project. I am finished after this quarter and start as a Production Coordinator. I am working hourly until I get settled and then I will be full-time. I wanted to work on a creative project that showcases my management ability. I selected a project management project for a hypothetical event. I am linking my project here for you to view. It includes many aspects of an event proposal aside from the financial aspects because I do not have access to the accurate venue costs. I chose this project because it is similar to what I will be doing in the future. I wanted to be able to showcase my skills.

CONCLUSION

Now that college is behind me, I will continue to live by the phrase Carpe Diem. I will seize each day and opportunity in my future career. I have explained how this report summarizes my portfolio, informational interview, creative project, and five classes that have impacted me. This project will be a way for me to keep my work organized as well as be a steppingstone for future job opportunities. As I go on into the world, I will take with me the knowledge I have obtained as a DePaul College of Communications student and use it in making new connections and working.