

DEPARTMENT OF CULTURE AND COMMUNICATION  
NEW YORK UNIVERSITY

ALUMNI BIOGRAPHIES

**DANIELLE AADSEN**

**Graduated:** May 2002

**Company:** agency.com

**Job Title:** Account Executive

Upon graduating in 2002, Danielle Aadsen accepted an entry level position with Beyond Interactive, building on her past internship experience with online marketing. After a year of working on the media planning side across a multitude of GSK pharmaceutical brands, she decided to pursue other opportunities, more centered around the account management side. Danielle accepted an offer from Agency.com in 2003, the same firm she interned with during college. Since rejoining the firm, she has witnessed the great growth and refocus post bubble burst, and had been able to work across a variety of brands, building both direct marketing and brand experience. Past clients include BrownCo, Fisher Price, TXU, Iams, eTrade, and currently CNN.

**GINA BOLAND**

**Graduated:** May 2004

**Company:** Enertex Marketing

**Job Title:** Assistant Account Executive

**Bio:** After graduating, Gina worked as receptionist/studio manager at Manhattan Theatre Club for five months. Since then, she has worked at Enertex Marketing as an Assistant Account Executive. She works on direct mail campaign planning for performing arts organizations (theatre, opera, dance, symphony, etc). In the summer of 2005, she was promoted to work more directly with clients and take on increasing responsibility for client campaigns.

**SAYARD BENVENUTI**

**Graduated:** May 2005

**Company:** Fox News Channel

**Job Title:** National Sales Promotions and Integrated Marketing

**Bio:** Sayard Benvenuti graduated from NYU in May 2005 with a concentration in Speech and Interpersonal Communication. She is currently working for FOX Broadcasting Company in the department of National Sales Promotions & Integrated Marketing. Sayard deals with product placement and acts as the liaison between producers and sponsors for the networks scripted, unscripted and reality programming.

**KATIE CURCIO**

**Graduated:** May 2000

**Company:** CBS News

**Job Title:** Internship Coordinator, CBS News

**Bio:** Katie Curcio graduated from New York University in 2000, with a Bachelor of Science degree in Communication. After completing an internship at CBS Advertising and Promotion, she was hired as a CBS Page and worked as a desk assistant at The Evening News with Dan Rather. Nine months later, she was promoted to Production Assistant in the CBS Advertising and Promotion Department. For the past three years, she has been the Internship Coordinator for the CBS News Division, where she hires students for all CBS News shows including 60 Minutes, Evening News, and 48 Hours. In May, Katie will receive a Master of Science degree from The Columbia University Graduate School of Journalism.

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**ANIKA DILL**

**Graduated:** May 2002

**Company:** Jazz at Lincoln Center

**Job Title:** Manager of Corporate Relations

**Bio:** After graduating in 2002 Anika took a position as an Event Sponsorship Coordinator at Madison Square Garden selling corporate sponsorships to sports and entertainment events. After working at MSG for two years she accepted a position at Jazz at Lincoln Center as the Manager of Corporate Relations group essentially doing the same thing, however, for a non-profit arts education dedicated the performance and education of jazz music. Our organization, lead by artistic director Wynton Marsalis, just opened up a new performance facility dedicated to jazz in the Time Warner Center last year which keeps Anika focused in her current position on finding creative ways to raise funds from corporations through sponsorships and marketing partnerships. While at NYU she interned at advertising agencies, sports marketing agencies in addition to MTV.

**SETH FRADKOFF**

**Graduated:** May 2000

**Company:** Columbia Pictures

**Job Title:** Manager of National Publicity

**Bio:** Seth is a Manager of National Publicity for Columbia Tristar Marketing Group, a division of Sony Pictures Entertainment. He works with all national press to secure coverage for all Columbia Pictures films, handles and coordinates all talent when in NYC for press, plans special screenings and events and acts as a liaison to Sony Corporation of America and the Sony/BMG Music Group. Some of his favorite campaigns include SPIDER-MAN 1 & 2, ADAPTATION, BIG FISH, SOMETHING'S GOTTA GIVE and most recently RENT. He graduated with a BS in Communication Studies in (big gulp...) May 2000.

**JERALYN GERBA**

**Graduated:** May 2003

**Company:** Daily Candy

**Job Title:** Editor

**Bio:** Jeralyn Gerba is the editor of DailyCandy, the insider's e-mail newsletter that focuses on the latest discoveries in fashion, culture, food, and fun in New York and other cities nationwide. She focuses on breaking news on the latest happenings in NYC, from secret bars to emerging designers to the downtown cultural scene (music, art, literature). Prior working for DailyCandy, Jeralyn worked for a start-up luxury lifestyle (architecture and design based) magazine in the Hamptons, and in VIP Hospitality for the tennis US OPEN. She graduated in 2003 with a BS in Communications (Interpersonal concentration) and a minor in Art History.

**STUART GREENBERG**

**Graduated:** May 1997

**Company:** MTV Networks

**Job Title:** Business and Legal Affairs

**Bio:** Having sidestepped the path to a normal life (2.5 kids, mortgage), he has freelanced in the fields of Advertising, Public Relations, Special Events and the Performing Arts since graduation. When he is not Acting, you can find him over at MTV Networks in their Business and Legal Affairs department.

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**JOSEPH IPPOLITO**

**Graduated:** May 2004

**Company:** Diversified Media Design

**Job Title:** Senior Associate, Creative

**Bio:** After helping start DMD, a small advertising and design firm, his senior year, Joe began working full-time with the firm upon graduation in 2004. Joe oversees the Creative team at DMD, where he is involved in strategy, copywriting, design and production. Since joining Diversified Media Design on a fulltime basis, Joe has created advertisements and identities for The Guggenheim Museum, Hunter Douglas, Angelo Gordon & Co. and the British Consulate, among others. Joe's professional growth has been driven by the desire to create something new, to sell without salesmanship, and to inject a little bit of plainspoken honesty into an industry dominated by hype. As such, in five years, he'll either be wildly successful or excommunicated from the industry entirely, left to make ends meet as an Alpaca farmer somewhere in the Midwest.

**AMY KNAPP**

**Graduated:** May 2001

**Company:** Premier Radio Networks

**Job Title:** Senior Manager of Ad Sales Marketing

**Bio:** Since graduating in 2001, Amy has been with Premiere Radio Networks, a network radio company that produces and syndicates national radio programming. Beginning as an event marketing intern, she has worked in several departments including advertising sales, sales planning, music syndication programming, and ad sales marketing. She is now the senior manager of ad sales marketing strategy.

**MIMI LIN**

**Graduated:** May 2003

**Company:** Giant Step

**Job Title:** Director of Event Marketing and Production

**Bio:** While a communication studies student, Mimi interned at Arista Records (Publicity and Sales & Marketing), BMG Entertainment (Strategic Marketing) and Family Tree Entertainment (Artist & Producer Management). Upon graduating she accepted her first full time position in Production Management at Family Tree Entertainment. She moved on to the Sales and Marketing department at Arista Records and is currently Director of Event Marketing & Production at Giant Step, a leading concert promoter, music and lifestyle marketing company, and independent record label.

**EUGENE MARLOW, PHD.**

**Graduated:** 1988

**Company:** Baruch College

**Job Title:** Professor, Business Journalism

**Bio:** Eugene Marlow's 40-year eclectic career encompasses experience in management, media and music on an international scale. He has served in various media management, production, and consulting positions for domestic and international corporations, including the United States Air Force, Citibank, Prudential Insurance, Union Carbide, Dentsu (Japan), Adweek Magazines, AdAge Magazine, and ad agency McCann-Erikson. He has produced over 500 media programs (i.e., television, radio, teleconferencing, web sites) that have earned professional

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recognition from numerous competitions. He has published eight books (two of them in three languages) and 100 articles in the United States and abroad on various aspects of media and culture. Dr. Marlow has earned five college degrees, including a BA (English), MBA (Management), Ph.D. (media studies), and a BA and MS (both in Music Composition). He is a professor of Business Journalism at Baruch College (The City University of New York) where he is also co-chair of the Milt Hinton Jazz Perspectives concert series. His debut CD, "A Summer Afternoon With You," has been on the JazzWeek Top 50 chart for eight weeks.

**SHILPA NADHAN**

**Graduated:** May 2004

**Company:** Random House

**Job Title** Assistant Editor

**Bio:** Shilpa graduated from New York University with a BS in Mass Media Communications, with a second major in English Literature. She currently works within Random House assisting in the editorial process of acquiring, editing and marketing books for imprints such as Random House, Knopf, Doubleday and Crown. Her current duties include dealing with authors and agents, editing, reading proposals and manuscripts, working with sales, publicity and publishers. She is also concurrently a part of a small, new division called Random House Films that has partnered with Focus Features to co-develop and co-finance movies based on Random House titles. Prior to her work at Random House, she was at Simon and Schuster and has held various internships at FADER Magazine, Harper's Bazaar, Time For Kids Magazine and Cornerstone Promotions.

**BONNIE NEWMAN**

**Graduated:** May 2005

**Company:** RCA Records

**Job Title** Publicity Assistant

**Bio:** As a senior in the department of Culture and Communications Bonnie Newman embarked upon year long internship with Fingerprint Communications; an event and lifestyles public relations company, where she gained insight and experience through working with such clients as James Jeans, Geisha House and the opening of the Pashah Salon on luxe Madison Ave. Post graduation Bonnie continued working with Fingerprint on a freelance basis until landing a fulltime publicity assistant gig at RCA Records, part of the RCA Music Group. She now assists on national and regional tour market specific publicity campaigns for such artists as The Dave Matthews Band, The Strokes, Imogen Heap, and Avril Lavigne among others.

**CHRISTY PATRICK O'BREIN**

**Graduated:** May 2004

**Company:** Family Publications

**Job Title:** Editorial and Production Assistant

**Bio:** While a student at NYU, Christine O'Brien worked for a large printing house in Soho. After graduating in May of 2004, she spent one year living in Ireland doing graduate school research and working as a freelance writer. She recently returned to the US and accepted a job at *Family Publications* as their Editorial and Publishing assistant. *Family Publications* publishes seasonal resources aimed towards the family and educational markets.

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**JESSICA QUIMBY**

**Graduated:** January 2004

**Company:** Giaronomo Productions

**Job Title:** Assistant Editor

**Bio:** Immediately after graduating, Jessica began working full-time for Giaronomo Productions, where she had interned previously as a Communication Studies student. Giaronomo is one of the leading trailer houses in the country, creating trailers, teasers, television and radio spots for major motion pictures. Some of their recent projects include *The Matrix Trilogy*, *Pirates of the Caribbean*, *Spider-Man & Spider-Man 2*, *The Chronicles of Narnia: The Lion, The Witch and the Wardrobe*, and *V for Vendetta*. As an Assistant Editor, Jessica works hands-on with the material to select visuals, dialogues, music and sound elements for the trailer, or TV spot. She has also finished a number of her own spots, working on campaigns such as *Constantine*, *Stealth*, *Memoirs of a Geisha*, *Failure to Launch*, *Pirates of the Caribbean 2* and *The Da Vinci Code*.

**CATHERINE SALAZAR**

**Graduated:** May 2000

**Company:** MSN

**Job Title:** Senior Search Media Strategist

**Bio:** Before graduating NYU in January of 2000, Catherine joined the interactive marketing industry in January of 1999 with an internship at AOL. This sparked an interest in interactive advertising. Upon graduating she joined a small Internet start-up agency called Focint, Inc as a Media Strategist. As the industry was peaking in 2000, Catherine joined Agency.com as a media planner and worked on clients such as Bertelsmann, BrownCo, and British Airways. In October of 2002 she joined JPMorgan Chase's Ebusiness department and was responsible for acquiring new credit card accounts through online media relationships with portals like MSN, Yahoo and AOL and affiliate programs such as Linkshare. In the summer of 2005, Catherine joined Microsoft's MSN Search Media Operations group, as a Sr. Media Strategist, to help launch MSN adCenter's new product MSN Search. In this new opportunity Catherine is responsible for working with clients in the Financial Services category to execute their search media campaigns online.

**KEVIN SILVERMAN**

**Graduated:** May 2000

**Company:** Ogilvy Public Relations Worldwide

**Job Title:** Account Supervisor

**Bio:** Kevin is an Account Supervisor in the Healthcare Practice at Ogilvy PR where he oversees the day-to-day tactical implementation of global public relations strategies and programs on behalf of major pharmaceutical companies. Kevin's experience includes developing and executing sports partnerships on behalf of pharmaceutical companies with Major League Baseball and the National Football League. He has been a part of blockbuster drug approvals and has provided issues and crisis management for some of Ogilvy PR's biggest clients.

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**KATE STANLEY**

**Graduated:** May 2004

**Company:** The Style Network

**Job Title:** Associate Producer

**Bio:** Her first year out of NYU, Kate had various freelance and temporary jobs, including a gig as a Youth Marketing Group Consultant at ABC Daytime. She currently works for New Harbor Entertainment, where she started off as a Production Assistant on the Style Network's "Fashion Police" and coverage of New York Fashion Week. Kate was recently promoted to Associate Producer and is now in charge of producing her own segment on "Fashion Police."

**CARRIE WELCH**

**Graduated:** May 2000

**Company:** The Food Network

**Job Title:** Director of Public Relations

**Bio:** Carrie Welch is the Director of Public Relations at Food Network, overseeing all consumer press for shows including 30 Minute Meals with Rachael Ray, Emeril Live! hosted by Emeril Lagasse, and Iron Chef America. Welch began her career at Food Network in May 2000 upon graduation from NYU. Her first position was as a Marketing/PR Assistant where she assisted the Director of PR and Vice President of Marketing. Welch held this position for six months before being promoted to PR Coordinator, a job she worked for a year. She was then promoted to PR Manager where she began day-to-day management of the network's chefs and hosts. She recently reached the Director level in November 2005. Welch majored in Communications at NYU in the Steinhardt School of Education and played on the NYU women's tennis team all four years. She currently resides in Brooklyn.