Selected MCC Alumni BIOS //

Dhanya Chandramohan, Media Planner
WIEDEN+KENNEDY
MCC GRADUATION: BS, 2013

Dhanya Chandramohan is a Media Planner at Wieden+Kennedy, a creatively driven full service advertising agency. As a member of the ABC Entertainment Strategy team, Dhanya works to set the promotional direction and budget allocation for upcoming primetime shows, and to strategically place advertising across off-channel media, including cinema, TV, print, radio etc. As a key member of the fast paced, entertainment driven ABC account, her overall responsibility and challenge is to seek out and implement the most creative and innovative executions in marketing's ever changing landscape, to engage an audience and drive viewship to a show's premiere. Prior to being a Media Planner, Dhanya was an Assistant Media Planner at W+K for the ABC Entertainment account. She is a January 2013 graduate of New York University’s Media, Culture, and Communication program. While at NYU, she interned with the Disney-ABC Television Group, Sesame Workshop, The Metropolitan Museum of Art, and The Producers Guild of America.

Jordan Cohen, Communications Associate
THE NEW YORK TIMES
MCC GRADUATION YEAR: BS, 2011

Jordan joined The New York Times in September 2011 as Communications Assistant, supporting both Corporate Communications and Media Relations. In his role, Jordan pitches and secures stories in popular media publications about New York Times products, NYTimes.com special content packages and digital initiatives, and manages interview requests and media bookings on national/local television and radio programs; he also helps with press outreach and onsite assistance for live events. Previously, Jordan was an intern in the PR department at Time Inc. supporting the NewsGroup’s outreach for TIME, FORTUNE, MONEY, CNNMoney and LIFE.com. Jordan has also interned in the PR departments at NBCUniversal and FOX Broadcasting, as well as in the Production department at Late Night with Jimmy Fallon. Jordan was born and raised in Brooklyn, NY and graduated from New York University in May 2011 with a Bachelor of Science degree in Media, Culture and Communication.

Rachel Cooper, Senior Manager, Digital Consumer Insights
VH1/COUNTRY MUSIC TELEVISION
MCC GRADUATION YEAR: MA, 2010

After internships galore, working for a small boutique research company, spending time asking 3 year olds what they think of Dora the Explorer, then landing at a digital agency, Rachel has made her way to cable television and has enjoyed (almost) every minute of the ride. On a day-to-day basis, her job is to help her networks understand who their audience is, what their interests are, and how best to satisfy their entertainment needs (across many platforms). Rachel chose to go to MCC after her first job because it was a way for her to explore her passion for media and entertainment. At a time when most of her friends were applying for MBA programs, she wanted to pursue a particular interest that felt like the right career. Fortunately for her, all has worked out well so far!

Katie Curcio, Director of the News Associates and Internship Program
CBS NEWS
MCC GRADUATION

Katie Curcio is responsible for recruiting, hiring and placing college students at network bureaus and is also part of team that hires candidates for the CBS News Associates Program. During the past 13 years she held various positions at CBS News including Production Assistant in the CBS News Advertising and Promotion department and Page at the CBS Evening News with Dan Rather. Curcio received a Bachelor of Science degree in Communication Studies from New York University in 2000. She also earned a Master of Science degree from The Columbia University Graduate School of Journalism in 2006, where she specialized in Broadcast.
Cheryl J. Family, Senior Vice President/Brand Strategy and Digital
VIACOM
MCC GRADUATION YEAR: MA, 1995
Cheryl J. Family is Senior Vice President, Brand Strategy and Creative and heads up the Viacom Creative Services
department. She is responsible for setting the creative vision and developing brand strategies on projects for Viacom
and its media properties, which encompass integrated solutions across digital, on-air, video, print, radio and merchan-
dise for business-to-business, consumer and internal communications. Her award-winning work spans everything from
comprehensive campaigns and large-scale pro-social efforts to new business initiatives, network launches and brand
development. She blogs for NickMom and is also an adjunct professor at New York University’s Steinhardt School of
Media, Culture and Communication. Cheryl holds a BA in English, cum laude, from the University of Pennsylvania and
an MA in Communications from New York University, where she was named a Centennial Scholar. Currently, she resides
in New York City and is married with two children.

Seth Fradkoff, Director, National Publicity
COLUMBIA TRISTAR MARKETING GROUP
MCC GRADUATION YEAR: BS, 2000
Seth Fradkoff is a Director of National Publicity for Columbia Tristar Marketing Group, a division of Sony Pictures Enter-
tainment. Seth implements strategies for national publicity campaigns, arranges press opportunities with major
national magazines and newspapers, handles talent when they are in town promoting films and helps to plan publicity
events and activities such as press junkets and premieres. He is also the Head of Publicity for Sony Pictures’ alternative
content division The Hot Ticket, which produced limited engagement in-movie-theatre showings of Cirque du Soleil’s
Delirium, RENT: Filmed Live on Broadway and Celine: Through the Eyes of the World. Some of his favorite campaigns
include: Zero Dark Thirty, Skyfall, The Amazing Spider-Man, 21 Jump Street, The Girl with the Dragon Tattoo, Money-
ball, Ali, The Spider-Man Trilogy, Rent, Across the Universe, Closer, Adaptation, Big Fish, The Holiday, Stranger Than
Network and The Green Hornet 3D. Prior to Sony, Seth was an assistant at Walt Disney Studios in the Publicity depart-
ment and interned at Gear Magazine, Spanky Pictures and PMK.

Patricia Gounardes, Executive Assistant
NBC SPORTS
MCC GRADUATION YEAR: BS, 2010
Patricia Gounardes serves as Executive Assistant to Mark Lazarus, Chairman of NBC Sports Group. In this role, Patricia
assists with the day-to-day business and production operations of the group. The NBC Sports Group consists of NBC
Sports & Olympics, Golf Channel, NBC Sports Network, 12 NBC Sports Regional Networks, two regional news net-
works, NBC Sports Radio and their respective digital assets. This past year, Patricia worked on Sunday Night Football,
which was the most-watched and highest-rated primetime show for the 2011-12 television season, the first time ever for
a sports series; Super Bowl XLVI between the Giants and the Patriots became the most-watched program in U.S.
television history; and the 2012 London Olympic Games was the most-watched event in U.S. television history, with
more than 217 million viewers. Prior to this role, Patricia was a member of NBC Universal’s Page Program, an intern for
NBC Sports & Olympics, and an NYU University Scholar.

Matt Gorman, Business Operations Specialist
BUZZFEED
MCC GRADUATION YEAR: BS, 2013
Matt works at BuzzFeed on the Business side as a Business Operations Specialist. He helps prepare advertising camp-
aigns from just pre-sale to post-launch, and is part of the team responsible for developing and implementing process-
es and tools to help BuzzFeed grow efficiently. Prior to joining BuzzFeed just after graduation, Matt interned all over
the media industry, at Foursquare, NBC Universal, Mindshare, Discovery Communications, Situation Interactive, and the
Onion Sports Network. While at NYU, Matt was a Business of Entertainment, Media, and Technology Minor, and studied
abroad in London in the Fall of 2011.
Nureen Gulamali, Global Communications Analyst
PEPSICO
MCC GRADUATION YEAR: BS, 2012
Nureen Gulamali works at PepsiCo in the Global Communications department as a Strategic Communications Analyst, working to manage the corporate brand of the company through various sustainability and global ranking efforts. Nureen also spent nearly a year interning at Expo Communications, an online marketing strategy firm based in New York City. At Expo, she helped develop social media marketing strategies through Facebook, Twitter, and blog platforms; strengthened Expo user community relations; and moderated user content and over 400 reviews for client brands such as HP, Febreze, Herbal Essences, and Suave. She also helped head community outreach endeavors, expanding Expo’s external blog network by over 200 partners. She has also interned as a Program Coordinator for the Department of Religion at the Chautauqua Institution, and a marketing and policy research intern with the American Civil Liberties Union. Originally from Atlanta, Nureen grew up with Southern Hospitality running thick through her veins, but is loving every second of life in the city. While unsure of where her professional journey may lead her, she hopes to leave a mark on the world – even if it is the smallest of fingerprints.

Bonnie Herche, Director, Sales Development
PANDORA
MCC GRADUATION YEAR: BS, 2005
Bonnie began her career in the music industry with stints at RCA Records and Universal Music Group before diving into a more digitally focused role at AOL. There she served on the Property Sales Development team, developing custom opportunities across all of their entertainment sites such as AOL Music, Popeater and Moviefone. After 3 years Bonnie traded in her running man for a bucket of slime, joining the Digital Integrated Marketing team at Nickelodeon where she oversaw the Movies and Video Games business. Most recently Bonnie made the move to Pandora where she serves as Director, Sales Development overseeing the development of client-centric custom marketing programs for the East Coast Region and Entertainment vertical.

Morgan Kaschak, Manager
NEW YORK UNIVERSITY OFFICE OF ALUMNI & DEVELOPMENT
MCC GRADUATION YEAR: BS, 2004
Morgan has just accepted a new job here at NYU. Until recently he worked on Marketing and Customer Service for subscription products offered by MLB.com. Particularly MLB.TV and Gameday Audio, which allow subscribers to stream TV and Radio feeds of baseball games over the Internet. In addition to working on the layout of web pages that sell and support these subscription products, Morgan also writes the FAQs for them, manages their online Support Forums, trains the Customer Service Department that supports them, and administers their corresponding Facebook and Twitter accounts.

Claire Knebl, Fashion News Assistant
TEEN VOGUE
MCC GRADUATION YEAR: BS, 2013
As Teen Vogue’s fashion news assistant, Claire Knebl writes style-focused text for both the title’s magazine and website. Claire grew up in Michigan and moved to New York to study Media, Culture and Communication at NYU. She began interning at Teen Vogue as a freshman, and later interned at Vogue and T: The New York Times Style Magazine. In 2013, she returned to Teen Vogue where she began working as an online editorial assistant while finishing her bachelor’s degree.

Bora Park, Fashion & Accessories Director
VOGUE
MCC GRADUATION YEAR: BS, 2003
Bora Park is responsible for developing and implementing the company’s luxury goods strategy, promoting advertising solutions, and increasing revenue across all brand platforms including print, online, mobile and tablet. Bora attends worldwide marketing strategy meetings with clients and runway shows in Paris. She manages and oversees a $20 million portfolio of key American Fashion and French Fashion accounts.
Stephanie Sciandra, Creative Strategist
SITUATION INTERACTIVE
MCC GRADUATION YEAR: BS, 2011
Stephanie is a Creative Strategist at Situation Interactive, a digital marketing agency founded on the guiding principle that people are happier when they’re doing things rather than just having things. Over the past three years at Situation she has worked with over 20 experiential brands, provided ideation and support for dozens of interactive campaigns, and managed the online communities for some of the biggest entertainment properties across television, film, theater and live events. Prior to becoming a digital strategist, she grew from a client services intern, to community manager, to copywriter. Some of her current and past clients include Beautiful—The Carole King Musical, Spider-Man Turn Off The Dark, If/Then, Les Miserables (film), USA Network, One World Observatory, New York International Auto Show and the NY/NJ Super Bowl Host Committee. While at NYU, Stephanie interned with the New Victory Theater, TADA! Youth Theater and the Columbia Tristar Marketing Group of Sony Pictures Entertainment.

Gwyn Stansfield, Associate Publicist
SCRIBNER
MCC GRADUATION YEAR: BS, 2011
Gwyneth Stansfield is a 2011 graduate of Media, Culture, & Communications, and currently works in book publishing, as an Associate Publicist at Scribner, a division of Simon & Schuster. Prior to graduation, Gwyneth interned in book publishing at Penguin and Egmont USA, and participated in the MCC Senior Honors program.