SELECT MCC ALUMNI BIOS

Waahid Azizuddin,  Manager, Data Strategy
KARGO
MCC GRADUATION YEAR: BS, 2013
After graduating Waahid Azizuddin started working in ad operations at Kargo, a mobile ad tech company, and later transitioned to the data team. In his current role he works on the company’s data and analytics strategy and splits time between product management and business development. While at NYU, he worked on campus in the Office of Interactive Media as Community & Social Media Associate and interned at a Public Relations firm, digital ad agency, and publishing company.

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 viewership 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 Manager
THE NEW YORK TIMES
MCC GRADUATION YEAR: BS, 2011
Jordan Cohen is currently a Communications Manager at The New York Times. Previously, he had been a Communications Associate. Jordan joined The New York Times in September 2011 as a Communications Assistant. In his role, Jordan manages interview requests and media bookings for Times reporters on national/local television and radio programs, as well as pitch and secure stories in popular media publications about New York Times products, NYTimes.com special content packages, and other digital initiatives. He is also responsible for promoting The Times’s numerous brand extensions, such as Times Journeys and The New York Times Store. Jordan works closely with newsroom staff and engagement editors to promote New York Times Video, The New York Times Magazine, and T: The New York Times Style Magazine content with the hopes of further building and engaging with The Times’s robust online audience.

Rachel Cooper,  Director, 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 YEAR: BS, 2000
Katie Curcio is the Director of the News Associate and Internship Programs at CBS News. She is responsible for recruiting, hiring and placing college students at network bureaus and is also part of a team that hires candidates for the CBS News Associates Program. Since 2000, she has held various positions at CBS News including Production Assistant in the Advertising and Promotion department and Page at the CBS Evening News with Dan Rather. Curcio earned a Master of Science degree from The Columbia University Graduate School of Journalism in 2006, where she specialized in Broadcast.
Franklin DeFelice, Associate Director of Social Communications

DEEP FOCUS

MCC GRADUATION YEAR: MA, 2010

Franklin is an Associate Director of Social Communications at Deep Focus, a New York-based digital advertising and marketing agency. In this role he oversees digital and social marketing campaigns for clients across industries, with a particular focus on branded content creation and digital messaging strategies.

Jillian Fairchild, Digital Campaign Producer

VOX MEDIA

MCC GRADUATION YEAR: BS, 2015

Jill is currently a Campaign Producer for Vox Creative, Vox Media’s in-house creative agency. Her responsibilities include everything from project management to communicating directly with clients to collaborating with Vox’s brands’ editorial staff. In this role, she is focused on creating quality custom content that both interests Vox’s millions of readers, but also satisfies the advertising needs of clients across all industries. During her time at NYU, Jill explored Studio Art and Creative Writing workshops in addition to her MCC courses. She also interned at Slate Magazine in their marketing department, where she went on to accept a full time job there after graduation.

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 merchandise 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.

Matt Finkelstein, Associate Director, Global Talent Booking

NBCUNIVERSAL

MCC GRADUATION YEAR: BS, 2006

Upon graduating from MCC, Matt was hired by the Talent department of Saturday Night Live as Assistant to Producer Marci Klein. In his role, Matt supported the researching, booking, and casting of all talent. Matt also provided on-set support to cast and SNL hosts on pre-tapes, commercial parodies, and digital shorts. Matt then went on to work simultaneously for both SNL and what would soon become the Emmy Award-winning comedy series 30 Rock. Following five years at SNL and 30 Rock, Matt joined NBC’s Late Night with Jimmy Fallon, responsible for booking all athletes, authors, Broadway actors, chefs, news personalities, panel comedians, politicians, and human-interest guests. In 2014, Matt was appointed Associate Director of Global Talent Booking, where he is responsible for developing strategic, customized, multi-platform publicity packages encompassing the diverse brands of NBCUniversal. Matt is a proud alumnus of NYU Steinhardt and considers his education and internship experiences invaluable in preparing him for a career in the entertainment industry. While at NYU, Matt was President of the Steinhardt Undergraduate Student Government and NYU’s Steinhardt Class of 2006, a Resident Assistant in Hayden Hall, and interned at Live With Regis and Kelly, PMK-HBH Public Relations, NBC’s TODAY, and Saturday Night Live.

Jenni Frierson, Media Analyst

NBC UNIVERSAL

MCC GRADUATION YEAR: MA, 2014

Jenni is an Insights and Media Strategy Analyst at NBCUniversal. Her main focus is on the analysis of TV and Consumer data sets in order to produce insights into the future of media and measurement. She evaluates multiple data sets against currency in order to produce alternative ways of measuring the television audience.

Emily Fiore, Sales Development Specialist

LINKEDIN

MCC GRADUATION YEAR: BS, 2013

After graduating in 2013 with a degree in MCC and minor in Spanish, Emily worked at Tyco Integrated Security in sales for a year before landing her dream job at LinkedIn. She works solely amongst decision makers within the Federal Sector—from the Department of Transportation to the Department of Defense—to help them better identify talent quickly and effectively through leveraging LinkedIn recruitment services.
Seth Fradkoff, Director, National Publicity
SONY PICTURES ENTERTAINMENT
MCC GRADUATION YEAR: BS, 2000

Seth Fradkoff is a Director of National Publicity for Sony Pictures Entertainment. 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. Some of his favorite campaigns include: Zero Dark Thirty, Skyfall, The Amazing Spider-Man, 21 Jump Street, The Girl with the Dragon Tattoo, Moneyball, Ali, The Spider-Man Trilogy, Rent, Across the Universe, Closer, Adaptation, Big Fish, The Holiday, Stranger Than Fiction, Marie Antoinette, Hitch, Memoirs of a Geisha, Casino Royale, Julie & Julia, Salt, The Other Guys, The Social Network and The Green Hornet 3D. Prior to Sony, Seth was an assistant at Walt Disney Studios in the Publicity department and interned at Gear Magazine, Spanky Pictures and PMK.

Chelsea Garbell, Program Associate
COUNCIL ON FOREIGN RELATIONS
MCC GRADUATION YEAR: BS, 2013

Chelsea Garbell works at the Council on Foreign Relations in New York, where she facilitates the Religion and Foreign Policy Outreach Initiative. Previously she worked as a researcher for the Of Many Institute for Multifaith Leadership, and as the global program coordinator for the Bronfman Center for Jewish Student Life. Chelsea graduated Summa cum laude from NYU where she studied media, culture, and communication. She was cofounder and president of Bridges: Muslim-Jewish Interfaith Dialogue at NYU, and was recognized for her pioneering work as the 2013 all-university commencement speaker at Yankee Stadium. Chelsea spent a year teaching English in Samut Sakhon, Thailand and traveling in the region. She sits on the board of American Jewish Committee ACCESS NY and is a member of the Planned Parenthood of NYC Activist Council.

Patricia Gounardes, Publicist
NBC SPORTS
MCC GRADUATION YEAR: BS, 2010

Patricia Gounardes is a Publicist at NBC Sports. She previously served as Executive Assistant to Mark Lazarus, Chairman of NBC Sports Group. 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 campaigns from just pre-sale to post-launch, and is part of the team responsible for developing and implementing processes 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, Senior Marketing Manager
YOUVISIT
MCC GRADUATION YEAR: BS, 2012

Before joining YouVisit, Nureen Gulamali worked at PepsiCo in the Global Communications department as a Strategic Communications Analyst, managing 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 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.

Bonnie Herche, Senior 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, Popenete 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.
Lauren Hom, Production Manager
HUFFINGTON POST
MCC GRADUATION YEAR: BS, 2013
Lauren Hom is a producer, writer, and content strategist currently working as a Production Manager at Huffington Post. Previously, Lauren held a position at Google where she co-managed the launch of Connected Classrooms, an international virtual field trip program with a community of 15K educators. There, she helped build a pipeline of Education partners and produced branded content for initiatives including Maker Camp, Made With Code, and Take Your Classroom to Work Day. Lauren also supported the production of original content for AOL/Huffington Post in 2013 (MAKERS, Funded); and originally joined the company in 2011 working on the distribution and syndication side of AOL Video via Strategic Partnerships. A strong advocate for mentorship and education, she enjoys supporting the development of powerful voices at the local youth organization, Urban Word NYC.

Claire Knebl, Managing Editor
GLOSSIER
MCC GRADUATION YEAR: BS, 2013
Previously, as Teen Vogue's fashion news assistant, Claire Knebl wrote 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.

Stephanie Llamas, Senior Analyst
SUPERDATA RESEARCH
MCC GRADUATION YEAR: MA, 2013
Stephanie works at SuperData Research, where she heads consumer insights research for all digital gaming and playable media sectors. She has almost ten years of professional experience in social and digital media, as well as an academic background in the sociopolitical history of video games. Stephanie holds degrees from Northwestern University and New York University in digital art and video game theory.

Michael Mendieta, Senior Copywriter
OGILVY & MATHER
MCC GRADUATION YEAR: BS, 2013
Michael currently works as a Senior Copywriter for Ogilvy & Mather, one of the largest marketing communications companies in the world. There, he crafts strategies and writes advertisements for clients such as Dove, Weight Watchers, and other health wellness products. Michael is also an avid poet, having had his work appear in The Tulane Review, Potluck Magazine, and FORTH Magazine.

Cady Meshnick, Communications Coordinator
NBC UNIVERSAL
MCC GRADUATION YEAR: BS, 2012
Cady Meshnick is the Communications Coordinator at Sprout, a 24-hour preschool network owned by NBCUniversal. In this role, Cady works closely with the VP and Director of Communications to develop and support consumer and trade facing press strategies for Sprout's original programming and pro-social initiatives. Her responsibilities range from writing press materials and securing coverage with bloggers and reporters, to coordinating events and traveling for press days for talent. Prior to Sprout, Cady was the Press Assistant at USA Network, where she supported the publicity team in the execution of campaigns across the network's portfolio and acted as the PR lead on the Westminster Kennel Club Dog Show and USA Daytime with Cat Greenleaf. She got her start as a Page in the NBCUniversal Page Program, where she worked in guest relations at Saturday Night Live, Late Night with Jimmy Fallon, and The Dr. Oz Show.

Jess Moore, Social Media Strategist
THE NEW YORK TIMES
MCC GRADUATION YEAR: MA, 2014
Jess’ professional work in social media began in 2009 with a public relations agency in Raleigh, NC, where she had the privilege of learning the ins-and-outs of the industry, from social media analytics to strategy and brand development. She later went on to manage social media at both Hampton University in Virginia and New York University. In addition to her work in higher education, Jess has consulted for and worked with large organizations such as Google, as well as small start-ups in the areas of social media marketing. In her current role, she manages and develops compelling content for the NYU Steinhardt social media accounts, reports regularly on social media metrics, and trains other social media coordinators at the school in social media best practices.
Diksha Nagia, Marketing Analyst
PEPSICO
MCC GRADUATION YEAR: BS, 2014
Diksha Nagia is a marketing analyst focused on Consumer Insights supporting the Portfolio Transformation agenda. Prior to her current role, Diksha was a commercial analyst on the Mountain Dew brand team, working on regional initiatives targeted at the brand’s volume base, and leading sales tracking & analysis. Diksha graduated Magna Cum Laude from NYU in January 2014 with a degree in Media, Culture, and Communication, and a minor in the Business of Entertainment, Media, and Technology; she was also a Global Media Scholar, and studied abroad in Paris, Shanghai, and Abu Dhabi. Outside of work, Diksha enjoys art history, world travel, and ethnic cuisine.

Emily Posey, Scheduling Manager
CNN
MCC GRADUATION YEAR: MA, 2012
Emily's work at CNN is centered around program scheduling and strategy, both linear and on demand. In addition, Emily oversees all anchor scheduling for the network. Previously, Emily was with the AMC/Sundance Global team where she worked with both the program planning & scheduling and acquisitions teams. Throughout her four years at Sundance Channel Global, Emily was helpful in successfully launching the channel in Spain, Benelux, Latin America, and the Middle East/North Africa. As part of the international team, Emily was responsible for securing content for eleven unique global feeds, both linear and VOD. Her day-to-day responsibilities included researching available content, both series and films, drafting offers and negotiating with distributors. This involved a continued effort to reinforce the brand of the channel while balancing affiliate/local needs. Emily has a BS in Radio, Television and Film from the University of Texas at Austin, as well as an MA in Media, Culture, and Communications from NYU’s Steinhardt School of Culture, Education, and Human Development.

Bora Park, Global Marketing Solutions
FACEBOOK/INSTAGRAM
MCC GRADUATION YEAR: BS, 2003
Now at Facebook, Bora Park previously worked at Vogue where she was 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.

Molly Salas, Acquisitions Coordinator
MTV NETWORKS
MCC GRADUATION YEAR: BS, 2014
At NYU Molly studied Media, Culture and Communication and Spanish, and minored in Producing. Before MTV, Molly worked with and interned for several television networks, including AMC, VH1, and Telemundo. With a keen interest in minority and gender representation in television, Molly wrote a Senior Honors Thesis and conducted extensive research on quality television tropes and cultural hierarchy. Originally from San Diego and currently living in Brooklyn, she loves burritos, bagels, and Beyonce.

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, Senior Publicist
SCRIBNER
MCC GRADUATION YEAR: BS, 2011
Gwyneth Stansfield is a 2011 graduate of Media, Culture, & Communications, and currently works in book publishing, as a 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.
Valerie Streit, Manager
GOOGLE
MCC GRADUATION YEAR: MA, 2006
Valerie is currently leading publisher community outreach for an open-source initiative called AMP (accelerated mobile pages). She joined Google five years ago as a manager on YouTube’s creative insights and audience development team developing data-driven insights and platform strategies to help creators drive repeat viewership and engagement on their video channels. Previously, she managed global social media and audience participation initiatives for CNN Worldwide. Valerie is deeply passionate about journalism and supports efforts to catalyze and sustain a diverse information ecosystem. She has deep roots in media, as she began her career as a local news producer in San Diego and San Francisco, then spent five years at CNN Digital piloting editorial products and launching original digital content for CNN.com, iReport, CNN.com Video, and CNN.com Live.

Jasmine Yook, Brand and Digital Specialist
NIKE WOMEN
MCC GRADUATION YEAR: BS, 2014
Throughout her undergraduate career, Jasmine Yook traversed NY’s Silicon Alley working on digital and marketing teams at several tech companies of all sizes—from AOL to NowThisNews. She watches too much TV for her own good and enjoys snapchatting and instagragming photos of her dog, friends, and funny bystanders. Currently, Jasmine is the brand and digital specialist at Nike Women East’s brand marketing team overseeing all brand marketing efforts on the East coast—focusing specially on the Nike Training category and programs.

Jonathan Zalman, Staff Editor
TABLET MAGAZINE
MCC GRADUATION YEAR: MA, 2012
Jonathan writes regularly for The Wall Street Journal and Tablet magazine, and has been published by The Economist, Narrative.ly, and ESPN.com, among others. He writes often about chess, games and sports, with a focus on long-form narrative features and profiles. He currently teaches journalism and media courses at Fordham University, and when time allows, constructs crossword and chess puzzles.