

Tabitha Basa-Ong

Graduated: BS, 2009

Company: McCann Erickson – Worldgroup Retail

Job Title: Account Executive

Tabitha Basa-Ong graduated from NYU in January 2009 and initially worked at a translations service provider starting March 2009. She made her switch to McCann Worldgroup Retail, a subsector of the world's largest advertising agency network McCann Erickson, in September 2010. Worldgroup Retail is a small group that works on print advertising in Verizon FiOS retail stores & works very closely with the Verizon FiOS brand team at McCann Erickson. Tabitha is on the account management team and her daily duties include working directly with her FiOS clients as well as with internal creative and production teams, writing creative briefs, leading creative presentations, developing strategic plans for upcoming projects, and assisting finance with tracking the team's budget. McCann Worldgroup is one of the world's largest marketing communications networks, made up of eight best-in-class companies: McCann Erickson, MRM, Momentum, McCann Healthcare, UM, Weber Shandwick, and FutureBrand.

Sara Crosby

Graduated: BS, 2008

Company: Google, Inc / YouTube, LLC

Job Title: Sr. Media Manager

Sara Crosby graduated from NYU in May 2008. She began her career in advertising and media while in college, working three summers as an assistant media planner at Doremus, a B2B Omnicom advertising agency in San Francisco. Following media planning, she worked as an entertainment marketing assistant at OMD, coordinating branded entertainment opportunities for clients. Sara joined Google/YouTube in August 2008 as an advertising operations specialist, managing display advertising campaigns across YouTube, Picasa and Google Finance. Working closely with the Google sales team, Sara is the technical lead for campaign planning, implementation, and optimization, helping to coordinate homepage takeovers, site-media and video contests. In the past 2.5 years, she has managed advertising campaigns for clients such as Warner Brothers, Showtime, HBO, ABC, ESPN, Kodak, Verizon, Kraft & Unilever. Sara also recently returned from a 2 month work rotation at Google's office in São Paulo, Brazil, conducting trainings for the local sales teams and supporting advertising campaigns for Latin American clients in Brazil, Mexico & Argentina running on YouTube and Orkut.

Katie Curcio

Graduated: BS, 2000

Company: CBS News

Job Title: Internship Coordinator

Katie Curcio has been employed at CBS News for 10 years. She runs the internship program for the network news division and is responsible for recruiting, hiring and placing interns in NY and DC. Katie graduated from NYU in August 2000 and earned a Master of Science degree from The Columbia Graduate School of Journalism in May 2006.

DEPARTMENT OF MEDIA, CULTURE, AND COMMUNICATION

Cheryl Family

Graduated: MA, 1995

Company: MTV Networks

Job Title: SVP/Brand Strategist

Cheryl Family is Senior Vice President/Brand Strategist in the MTV Networks Creative Services department, an award-winning, full-service advertising, marketing and branding studio that provides print, video, multimedia/online and merchandise solutions to serve the needs of MTV Networks' corporate divisions and Viacom. Cheryl is responsible for setting the creative and strategic vision for a variety of projects, including the multiplatform advertising campaign for the "Hope for Haiti Now" telethon, which has raised over \$67 million, and the "Get Schooled" initiative, a partnership with the Bill & Melinda Gates Foundation dedicated to identifying sustainable ways to increase high school and college graduation rates.

Nsenga Magnus Farrell

Graduated: MA

Company: Ogilvy & Mather

Job Title: Partner and Planning Director

As Partner and Planning Director at Ogilvy & Mather, Nsenga Magnus Farrell leads strategic and communications planning for diverse clients including American Express, Abbott Laboratories, and Merck, as well as public affairs leaders like the USDA and the Office of the First Lady of the United States. Beginning her advertising career at Arnold, Nsenga leveraged her expertise in developmental psychology and girls and women to help deliver a \$150M new business win with GlaxoSmithKline. She also immersed herself in identity development, rebellion, and tobacco abuse among teens on the Truth campaign with the American Legacy Foundation. In 2006, Nsenga joined Ogilvy & Mather New York and quickly distinguished herself as a passionate and courageous thought leader with a particular interest in women and specialized audiences including multicultural and low-income.

John Felicetti

Graduated: BS, 2005

Company: Corcoran Sunshine Marketing Group

Job Title: Marketing and Public Relations Manager

John Felicetti is marketing and PR manager for Corcoran Sunshine Marketing Group, New York's #1 company handling the planning, design, marketing, and sale of luxury residential development. John is the direct link between members of the press and Corcoran Sunshine's president and management team. He writes company statements, quotes, press releases, and helps to prepare spokespeople for interviews. He also handles corporate marketing initiatives, including: company branding, advertising, and special events. Upon graduation from NYU, John worked in advertising account management for clients Johnson & Johnson, Nokia, and Panasonic before joining Corcoran Sunshine in early 2007.

NYU Steinhardt

Steinhardt School of Culture, Education, and Human Development

DEPARTMENT OF MEDIA, CULTURE, AND COMMUNICATION

Matt Finkelstein

Graduated: BS, 2006

Company: NBC Universal, *Saturday Night Live*, *30 ROCK*, *Beach Lane*

Job Title: Talent Associate

After graduating in May 2006, Matt was hired into the talent department of Saturday Night Live, as assistant to Producer and head of the talent department Marci Klein and was later promoted to the show's Talent Associate. In his role, Matt assists in the booking of all talent for the show: hosts, musical guests, special guests, and extras. Furthermore, Matt serves as a liaison between the host and the SNL staff throughout each given show week. He's also involved in the research, auditions, and casting of new cast members. Just prior to Matt's first days at SNL, Marci became executive producer of what was then a new NBC pilot 30 ROCK. Resultantly, Matt went to work for not only SNL, but what would soon become the Golden Globe & Emmy Award winning best comedy 30 ROCK. There he assists in the oversight of all aspects of production, from pre/post production, to publicity, to merchandising to the securing of major cast and special guest stars. Matt's newest project is for NBC's new comedy, "Beach Lane," starring Matthew Broderick as a celebrity author brought in by an irresponsible millionaire to run his struggling small-town Hamptons newspaper. In his time at NYU, Matt interned at Live With Regis and Kelly, PMK-HBH Public Relations, The Today Show, and Saturday Night Live.

Seth Fradkoff

Graduated: BS, 2000

Company: Sony Pictures Entertainment - Columbia Tristar Marketing Group

Job Title: Director, National Publicity

Seth Fradkoff is the Director of National Publicity for Columbia Tristar Marketing Group, a division of 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, 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: 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, The Taking of Pelham 1 2 3, Quantum of Solace, 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.

Joanna Harp

Degree: BS, 1995

Company: Haymarket Media

Job Title: Vice President/Sales, *PRWeek US & Direct Marketing News*

Joanna has fifteen years of management and sales experience in special interest, consumer and b-to-b media spanning the following titles: *PRWeek US*, *Direct Marketing News*, *DC Comics*, *MAD Magazine*, *Convenience Store News*, *Dance Spirit*, *American Cheerleader*, *Dance Teacher*, *Pointe and Pilates Style*. She has worked on established titles as well as launched products in the digital, print and event spaces. She currently oversees a team of 12, responsible for \$7million in revenues annually.

DEPARTMENT OF MEDIA, CULTURE, AND COMMUNICATION

Jessica Quimby

Graduated: BS, 2004

Company: Giaronomo Productions

Job Title: Editor

Immediately after graduating, Jessica Quimby began working full-time for Giaronomo Productions Inc, a motion picture trailer house. Jessica started at Giaronomo as an intern in her senior year of college and was hired shortly after graduation as an Assistant Editor. Over the past five years she has worked her way up to Editor with campaigns including *Dreamgirls*, *Breach*, *Pirates of the Caribbean 3*, *Stardust*, *Sweeney Todd*, *No Country For Old Men*, and *Revolutionary Road*.

Amy Rosenfield

Graduated: BS, 2009

Company: Roundabout Theatre Company

Job Title: Special Events Assistant

Amy Rosenfield graduated from NYU Steinhardt's MCC program in 2009. She first became interested in PR/events in college after interning at Ketchum, Jazz @ Lincoln Center and Toys"R"Us. After graduation she was offered a full-time position on the communications team at TRU but realized she enjoyed working in the public sector. She turned down the offer to intern at Roundabout Theatre Company, the country's largest not-for-profit regional theater, where she was quickly promoted into her current job as the Special Events Assistant. The events department at Roundabout is situated in the development office and is responsible for hosting opening night parties for all of RTC's Broadway and Off-Broadway productions, coordinating cultivation events for donors, and running the organization's annual Spring Gala fundraiser.

Catherine Salazar

Graduated: BS, 2000

Company: MEC

Job Title: Sr. Partner, Group Director, Search Advertising

Catherine Salazar joined MEC, one of the world's leading media agency networks, in 2009 as a Group Director of Search Advertising. She is responsible for oversight of AT&T's search marketing business across Retail, eCommerce and B2B and insuring that AT&T's search marketing efforts align to goals and objectives as well as One AT&T. With over 11 years in the digital industry, Catherine was most recently at Microsoft Advertising for four years. At Microsoft Catherine helped launch Microsoft adCenter in the U.S. and then as the Search Services Manager helped launch and establish a scalable and profitable service operation for adCenter in Canada. Prior to Microsoft, Catherine also worked in the display advertising space with Focint.com, Agency.com and JPMorgan Chase Credit Cards from 1999 through 2004 providing media strategy for Bookspan, British Airways, Brown & Co. and Chase Credit Cards. During her free time Catherine enjoys running marathons, competing in triathlons (including an Ironman in 2005) and traveling to new places.

Jamie Simone

Graduated: BS, 2009

Company: PFA Entertainment Media and Marketing

Job Title: Junior Publicist

Jamie is a 2009 graduate of Steinhardt School of Media, Culture, and Communication program. While at NYU, she held internships at both music management and music marketing companies. She also studied media and globalization abroad in Amsterdam and Paris. Upon graduation, Jamie accepted a position at PFA Entertainment Media and Marketing as a junior publicist working with celebrity and corporate clients to build brand awareness as well as correctly position and sell a client's product and/or service through the use of conventional as well as new media.

DEPARTMENT OF MEDIA, CULTURE, AND COMMUNICATION

Kate Stanley

Graduated: BS, 2004

Company: Center for Communication

Job Title: Program Director

Kate Stanley graduated from NYU in May 2004. She is currently the Program Director for the not-for-profit Center for Communication, where she plans media site visits and career panels as professional development for college students. Previously, she freelanced as an Associate Producer for *Full Frontal Fashion* (Ultra-HD), *The Fabulous Life* (Vh1) and *Fashion Police* (Style Network), where she started as a Production Assistant. While at NYU, Kate interned with ABC Daytime's Media Relations department, NBC's *Weekend Today*, *LIVE! With Regis and Kelly*, and the Meredith Corporation's public relations department.

Rohanna Thomas

Graduated: BS, 1998

Company: The New York Times

Job Title: Senior Recruiter

Rohanna Thomas is a Senior Recruiter for The New York Times Media Group. As a Senior Recruiter, she has an increasing role in the Diversity space, working closely with the Chief Diversity Officer and Talent Acquisition Director on building diversity best-practices in the recruiting space for NYT. She is also a part of an internal on-boarding committee that consistently works on building tighter and more thorough on-boarding practices. In addition to the aforementioned, Rohanna supports recruitment efforts for Advertising, Marketing and a few other areas; she is responsible for all university related recruitment activity and the overall coordination of the summer internship program. Rohanna has been in the talent acquisition space since 1999.

Jessica Tirschwell

Graduated: BS, January 2011

Company: Fleishman-Hillard International Communications

Job Title: Entry Level Intern- Consumer Lifestyle Marketing Group

Jessica Tirschwell is an Entry Level Intern in the Consumer Lifestyle Marketing Group, a division of Fleishman-Hillard International Communications. Jessica manages daily content, develops editorial strategies and executes promotional campaigns for clients. She assists in sculpting branded messages and conducting media outreach to top tier publications throughout the country. Prior to Fleishman-Hillardm Jessica worked in the entertainment sector of the communications industry at WKT Public Relations, Lucky Monkey Pictures, Kismet Media Group and EMI Records.

Samantha Weston

Graduated: BS, 2009

Company: J.Crew

Job Title: Special Events Assistant

Upon graduating in May 2009, Samantha was hired into the marketing department at J.Crew. She works directly under Molly McCooey, who is the Director of Events at J.Crew. Being the Special Events Assistant at J.Crew means wearing many hats. In her role Samantha works with Regional Directors, Market Directors, Store Managers, catering companies, and local organizations to coordinate in-store events in J.Crew stores across the country. She also heads college marketing and the College Rep Program at J.Crew, as well as manages charitable donations, assists with organizing crewcuts and J.Crew wedding trunk shows and helps out with day-to-day tasks in the department. During her time at NYU, Samantha interned in web management at Rapunzels Closet, at GOOD Pictures doing interior design work, and at Organica as a floral design apprentice.