



April 24, 2018 | 9:30 AM | Madison Park Church of God

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# COMM DESIGN PRO DAY

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A seminar for aspiring communicators & designers  
#AUCommDesign

# EVENT PROGRAM

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9:30 **REGISTRATION AND REFRESHMENTS**

9:50 **WELCOME AND INSTRUCTIONS**

Location: Commons Lobby

10:00 **SESSION I: THE COMMONS**

**"Landing the Job" - The Center for Career and Calling**

Job seekers complete application after application, but how do they actually get noticed, called in for the interview, and land the job? The staff at the Center for Career and Calling will share some of their best tips to answer those very questions.

**"Understanding Your Golden Ticket" - Professor Anna Stumpf**

Professor Stumpf has a passion for many things: the most obvious everyday are students, social media, and marketing. In this session she will explain her "Golden Ticket" philosophy and how her three passions can be combined to provide value and purpose to your future, right now.

10:45 **BREAK**

11:00 **SESSION II**

**Cinema and Media Arts** - Greg Malone

**Public Relations and Journalism** - Leah Norton, Lydia Beechler, and Megan Simpson

**Visual Communication Design** - Mike Baker

11:45 **BREAK AND CONVOCATION**

12:00 **LUNCH IN THE COMMONS**

12:30 **KEYNOTE SPEAKER: JONATHON HOSEA**

**"4 Pro Tips to Land the Perfect First Job"**

1:00 **TABLE TALK**

1:30 **CONCLUSION**

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# B I O S

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## **Katie Mitchell**

Katie is the director of the Center for Career and Calling. In this role, she provides leadership and vision for the office as it helps students in identifying and preparing for their specific career interests through career counseling, job search strategies, and employer recruiting.

## **Anna Rayis**

Anna serves as the graduate assistant within the Center for Career and Calling with an emphasis in building employer relations and student engagement. Anna is a native of Columbus, Ohio, but is a Michigan State Spartan at heart. In 2014 she graduated from AU with her bachelor's degree in communications and public relations.

## **Professor Anna Stumpf**

After receiving her Bachelor of Science in Marketing from Missouri State University, Professor Stumpf worked for Wal-Mart Stores, Inc. in various management positions across the country for 10 years. Answering a calling to teach, Professor Stumpf earned an M.A. in teaching from University of Indianapolis and taught high school business classes for 8 years. With a desire to teach at the collegiate level, Professor Stumpf earned an MBA in 2011.

## **Greg Malone**

A film and television graduate of the University of Evansville (Indiana), Greg began his career at a production company in Evansville. Greg founded Road Pictures in 1993, intent on building a different kind of boutique production company that provides Midwestern clients the kind directorial and creative options usually found only with larger firms on the coasts. Road Pictures is the only production company in Indiana that is a member of the AICP, the Association of Independent Commercial Producers, the national trade organization for the commercial industry.

## **Leah Norton**

Leah serves as managing partner at Fishhook — a creative communications agency, based in Indianapolis, that serves churches. The team at Fishhook loves to partner with church leaders to help them develop their brand and cast vision, build an engaging online presence, connect with guests and others in the community, and clearly communicate so that more people will take steps to grow in their faith. She is an accredited member of the PRSA.

## **Lydia Beechler**

Lydia is a director of accounts at BLASTmedia, a national, B2B public relations agency specializing in media relations, content creation and amplification for B2B tech and SaaS clients. She has previous experience in the publishing industry, as well as nonprofit public relations. Lydia graduated from Anderson University in 2014 with a B.A. in Communication Arts with a focus in public relations. While on campus, she was highly involved in the dance program, and held leadership positions in Fifth Street Communications and PRSSA.

## **Michael Baker**

Michael is the creative manager for the Anderson University Office of Communication and Marketing. He has worked in several capacities since joining the university in 2011 including designer and sr. designer. As creative manager, Mike leads a team that oversees the institution's brand and the development of strategic and engaging visual content. Both of his degrees were obtained at AU, with a B.A. in graphic design in 2008 and an M.B.A. in 2015.

## **Megan Simpson**

Megan Simpson is a news producer at WTHR, the NBC affiliate in Indianapolis. Megan works with the news team to develop, write and execute the weekday 5 p.m. newscast. Prior to working at Channel 13, Megan took a year off from the broadcast world to serve as the public relations director for the Indiana State Museum. Before that, she worked as the executive producer of the Fox59 Morning News.

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# KEYNOTE SPEAKER

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## Jonathan Hosea

Jonathon graduated from Anderson University in 2013 with a B.A. in public relations and a minor in peace and conflict transformation. Currently, he serves as senior communications associate at Indiana University Health, the largest health system in Indiana. Prior to IU Health, Jonathon spent three years at Achieve, a national research and creative agency specializing in social movements and cause marketing.

While at AU, Jonathon was involved with CAB, Dativus, Model UN, Center for Public Service, PRSSA and Tri-S. He interned at the Alzheimer's Association and Project AK-47, a nonprofit that rescues and rehabilitates child soldiers in Southeast Asia. Following graduation, he completed a six-month internship in global corporate communications at Eli Lilly and Company.

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## THANK YOU

David Baird  
Michael Baker  
Lydia Beechler  
Christie Franklin  
Jonathon Hosea  
Stefanie Leiter  
Greg Malone  
Deborah Miller Fox  
Katie Mitchell  
Leah Norton  
Anna Rayis  
Megan Simpson  
Anna Stumpf

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Please use #AUCommDesign to share your experience from today.