

## Chapter 37 Identifying Career Opportunities Career Chatroom Career Profile

### **Acacia May** **Freelance Event Marketer**

#### **Q What do you do at work?**

**A** I plan and produce integrated marketing events in California and other states. My clients include a media production company and a PR firm based Miami, Florida. My job might involve finding a location, preparing invitations, creating a guest list, designing tables, and placing logos on centerpieces. Some events are part of larger events, such as the Sundance Film Festival, award shows, and conventions.

I've also worked at full-service agencies, such as Harrison and Shriftman, with clients like Juicy Couture and Coach. Working at a full-service agency is a lot different than working freelance. Different departments handle press, events, and even "celebrity wrangling," which means arranging for celebrities to attend events.

#### **Q What was your first job in marketing?**

**A** My first real marketing job was working part-time for Momentum Marketing in college. I was part of a street team, doing "right place, right time" marketing on campus. They relaunched the Pink Dot brand as PDQuick, a delivery service. We set up tables outside the gym and fraternities and sororities to give away T-shirts, cookies, and other promotional items. I actually got this job because I had worked for a school travel company when I was in high school.

#### **Q What skills are most important to you?**

**A** I think being outgoing and having good people skills are important. This business involves a lot of networking. Also, clients want creative and innovative ideas. You need intelligence, organizational skills, and self-motivation to do the job.

**Q** What is your key to success?

**A** I try to be true to myself while still having ambition. I enjoy this work, but I didn't go into it for the glamour aspect. In this field, the possibility for promotion is good if you work hard, gain different experiences, and learn quickly.