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Professor Chang

PSDS 4111 A

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Reflection

Information Interview #1

1. Who did you see?

Cindy Rosenshein

2. What is their role?

Managing Director, Creative Operations at Revlon Inc.

3. What were you hoping to learn from this conversation?

I was hoping to learn about the work in the industry and what that is like. I know that she has had a few career shifts and how that happened. I also wanted to know how she enjoyed managing a group of creatives.

4. Did you feel you were able to receive the information you were set out to get? Please elaborate.

Yes, definitely! She was really open about her experience and how she got to her current role. I enjoyed listening to her team's process when approaching a process and it gave me insight into what the work will be like when I graduate.

5. Based on your conversation, what are 3 top takeaways you can do immediately in the next 30-60 days?

- Focus on selling yourself and your experiences as it comes closer to graduation.
 - Honing my interview/pitch skills for this class I believe can really help with this.
- Networking
 - Get in touch with as many people as I can to learn from and possibly connect to for job opportunities.

- Know the value you can provide.
 - Honing my application materials/portfolio for this class I believe can really help with this.

6. Having gone through this experience, what is one thing you would do differently next time?

I would ask how she thinks is the best way to show your value as a recent graduate, given our broad major.

Information Interview #2

1. Who did you see?

Danielle Gellella Brown

2. What is their role?

SVP, Marketing at Centric Brands Inc.

3. What were you hoping to learn from this conversation?

I wanted to learn more about role in overseeing multiple areas of one company. How does that work? How does she manage multiple projects and groups of people?

4. Did you feel you were able to receive the information you were set out to get? Please elaborate.

Yes, she started by talking about studying fashion design to moving toward the business side. She said that by speaking up and being involved in any way with multiple aspects, she was able to have a unique perspective. Having managed different groups, she can see the entire range from design to business and sometimes you have to push back a little on one end to create the outcome necessary.

5. Based on your conversation, what are 3 top takeaways you can do immediately in the next 30-60 days?

- Be curious, speak up, ask questions in situations that I feel would be appropriate and beneficial
- Understand the “other side of the table” or the specific technical skills of communication design to improve my perspective as SDM
- Know that you can create a position for yourself and show how your “jack of all trades” knowledge could be of value

6. Having gone through this experience, what is one thing you would do differently next time?

I would ask about how she knew to grasp opportunities or move positions when she did. Do you take an offer as it comes or has she turned something down and if so, why? How did she know what the right was for her?

Information Interview #3

1. Who did you see?

Simone Newbolt

2. What is their role?

Head of Design and Production at The Shark Group

3. What were you hoping to learn from this conversation?

I was hoping to learn about focusing on one brand rather than an agency. She has on and off experience over decades with FUBU and I wondered if something like that was for me or not.

4. Did you feel you were able to receive the information you were set out to get? Please elaborate.

Yes definitely! She spoke about how she got to where she did and how often, she would circle back but the opportunity was always better than before. I asked about circling back to the same company or knowing when to leave and what she enjoys most about her role. I realize that we are similar in liking everything about the process and so she had great, specific advice.

5. Based on your conversation, what are 3 top takeaways you can do immediately in the next 30-60 days?

- What ever experience you go through you always learn something. If you stop learning, maybe it is time to move on.
- Don't be afraid to break outside your box try different hats on to understand the pieces of the process.
 - Try different genres because you'll be afraid of being type cast.
- Don't downplay your experience. If you enjoy having a hand in each piece of the process, you should look for roles and companies that will allow you to do that.

6. Having gone through this experience, what is one thing you would do differently next time?

I would ask about any opportunities she knows about and what she thought, based on my skillset, I should look for.