



Katie Campbell, a double emphasis in advertising and public relations, graduated in May 2015. Campbell was a member and officer in the Public Relations Student Society of America (PRSSA) and TALK: Strategic Promotion Solutions, the student-run PR firm at Fresno State.

She had many internships that gave her experience in writing news releases, editing, creating social media content, managing social media marketing campaigns and measuring social media analytics. The most recent internship that Campbell had was for the Central California Women's Conference (CCWC). Campbell has also had experience as an advertising sales representative for Fresno State's newspaper *The Collegian*.

She is now the communications specialist for Fresno County Board of Supervisor Henry Perea. Campbell writes press releases for Board of Supervisors meetings, talking points for media interviews, and speeches and bios for events. She also creates content to post on Facebook and Twitter accounts, researches events for the Supervisor to speak at and attends meetings and events on his behalf.

Right now, she is most excited about working on drafting an editorial piece for The Fresno Bee about ways to mitigate homelessness in Fresno County on behalf of the Supervisor.

What Campbell loved most about studying mass communication and journalism is that she was able to get creative through writing and go the extra mile. At first she was a biology major. After taking MCJ 1 as a general education class, she was able to learn about the job opportunities, which included writing, and she knew that she

was meant to be an MCJ major. Her greatest takeaways from being in MCJ include traveling to Washington, D.C. with PRSSA and talking with the Senior Vice President of Global Communications at Donna Karan International, Aliza Licht.

Campbell's best piece of advice for MCJ students is to perfect the art of emailing in a professional manner by studying the way Betsy, Jan and your internship supervisors write emails and emulate that. As a professional, people should not be able to tell that you're a recent grad. It works to your advantage if people view you as an experienced professional from your emails, since they're more likely to respond to your requests in a timely manner.