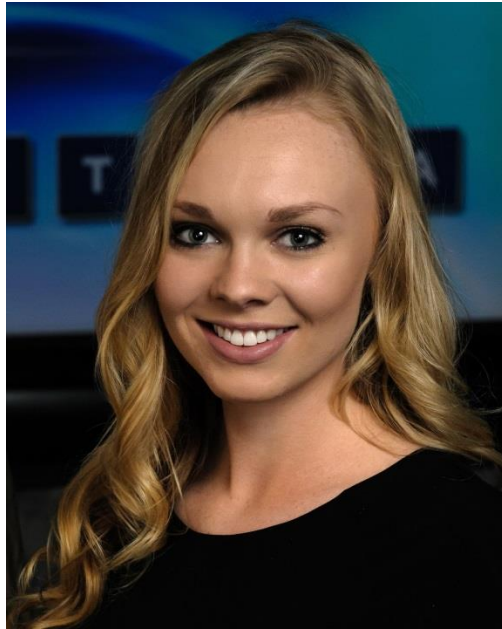


Marilyn Cowley
Broadcast Journalism
Class of 2014



By Chrisha Chrispens

Marilyn Cowley graduated from California State University, Fresno in December 2014 with a degree in mass communication and journalism with an emphasis in broadcast journalism, a minor in nutrition, and a special event planning certificate. Cowley, a woman with a versatile skill set and a passion for people and nutrition, recently landed a position that combines all of her passions into one. It's changed her life forever.

Cowley came to Fresno State as a transfer student from the Bay Area where she had attended College of San Mateo. She took courses that established her foundation of knowledge in video production and journalism. She wanted to find a college that had a similar type of program, so she tried Fresno State and absolutely fell in love.

She acquired a vast amount of knowledge in the field before transferring, so she felt prepared. As she began taking courses at Fresno State she grew to love the instructors in the MCJ department.

"I love that I can use my creativity," Cowley said. "MCJ is all about being creative, and taking something and making it your own."

She completed five internships during college, including an internship at Alliance Advertising, a full-service advertising and public relations firm in Fresno. After only a month she was hired as a full-time employee and began working in the field of public relations and marketing.

Cowley is now an assistant account executive at Alliance Advertising and the director of public relations at Culinary Competitions International, a company branched off of Alliance Advertising that serves commodity boards and private branded agriculture products such as California Fig, California Table Grape Commission and Andy Boy Produce.

At Culinary Competitions, Cowley is able to combine her broadcast journalism, event planning and PR skills with the nutrition component of the company. She also gets to do what she loves most - talking to people and showing her personality through her work.

“How did I get such a perfect job literally right out of college?” Cowley said. “It’s amazing! I’m extremely blessed.”

Cowley is currently working on planning a chef seminar in Williams Sonoma for a client in San Francisco. The seminar will educate chefs about the uses of broccoli rabe by allowing them to create their own dishes with it. She is also working with a client in Columbia providing full marketing and PR, websites, handouts, commercials, creative concepts, and planning a culinary competition featuring celebrity chef Fabio Viviani.

“Who knows, maybe I’ll be the host with Fabio one day?” Cowley said.

Cowley said one way MCJ students can make the most out of their time in college is by completing at least three internships. What made her stand out the most to her boss at Alliance Advertising and Culinary Competitions was her experience she acquired in her internships. She said even if the internship is unpaid, it will be totally worth it in the end.