

**2<sup>nd</sup> Annual  
Communication Career Day  
Saturday, April 24, 12:30 – 3:30pm**

**SCHEDULE**

**12:30-1:00 COURTYARD MINGLE (SIGN-IN, ETC) PHELPS HALL COURTYARD**

**1:00 –2:00 ALUMNI PANELS SESSION I**

**Panel A: Sales & Marketing: Phelps 2516**

**Moderator:** Prof. Dave Seibold

**Alumni Presenters:**

Drew Kain: Sr. Product Specialist for Shire Pharmaceuticals

Liz Rockhold: Vice President, Sales and Customer Care for TurnItIn Software

Ryan Wilson: National Broadcast Media Buyer for Adaptive Marketing LLC

**Panel B: Entertainment Industry: Phelps 1260**

**Moderator:** Prof. Cynthia Stohl

**Alumni Presenters:**

Chris Garcia: Film Marketing Assistant for 42West

Bonnie Goldfarb: CEO and Producer Harvest Films

Christopher Lincoln: Founder, Producer, and Director for Flying Fish Productions

Laura Roenick: Event and Project Manager for United Talent Agency's Foundation

**Panel C: New Technology: Phelps 2524**

**Moderator:** Prof. Ron Rice

**Alumni Presenters:**

Jay Matheson: Business Development Executive for Apple Inc.

Mary Shirley: Online Sales and Operations for Google Inc.

Melodie Tao: Social Media Consultant and Online Marketing Educator for Marketing

Melodie

**Panel D: Public Relations and Public Affairs: Phelps 1160**

**Moderator:** Drs. Dolly and Charles Mullin

**Alumni Presenters:**

Alan Cooper: Account Associate for LaunchSquad

Maggie Lee: Campus Development for The Rainmaker Network

Alison MacLeod: Public Relations for KP Public Affairs

Kibibi Springs: Communication Strategist for Springboard Communications

**Panel E: Communication Law & Finance: Phelps 3505**

**Moderator:** Prof. Linda Putnam

**Alumni Presenters:**

Kevin Chang: Investment Advisor with SmartInvestor

Laura McHugh: Founding partner with Rediger, McHugh & Hubbert, LLP

Amy Stody: “Super Lawyer” with Orange County Bar Association

**2:00-2:15 COURTYARD MINGLE (LIGHT SNACKS)**

**2:15- 3:15 ALUMNI PANELS SESSION II**

**Panel A: Sales, Marketing, & Customer Service: Phelps 2516**

**Moderator:** Profs. Dolly and Charles Mullin

**Alumni Presenters:**

Nadia Pankratova: Media Research Associate for Smith Geiger

Liz Rockhold: Vice President, Sales and Customer Care for TurnItIn Software

Kamyab Sadaghiani: Vice President of Operations and Service for Terra Universal

**Panel B: Brand Development & Advertising: Phelps 1260**

**Moderator:** Prof. Michael Stohl

**Alumni Presenters:**

Jay Matheson: Business Development Executive for Apple Inc.

Bonnie Goldfarb: CEO and Producer for Harvest Films

Mary Shirley: Online Sales and Operations for Google Inc.

**Panel C: Public Relations and Public Affairs: Phelps 1160**

**Moderator:** Prof. Robin Nabi

**Alumni Presenters:**

Alan Cooper: Account Associate for LaunchSquad

Chris Garcia: Film Marketing Assistant for 42West

Alison MacLeod: Public Relations for KP Public Affairs

Kibibi Springs: Communication Strategist for Springboard Communications

**Panel D: Event Planning: Phelps 2524**

**Moderator:** Prof. Karen Myers

**Alumni Presenters:**

Cassidy Kjeldson: Event Coordinator for Elite Meetings

Melodie Tao: Social Media Consultant and Online Marketing Educator for Marketing

Melodie

Laura Roenick: Event and Project Manager for United Talent Agency's Foundation

**3:15 -3:30 COURTYARD MINGLE (LIGHT SNACKS)**

## Communication Career Day 2010 Panelists



### **KEVIN CHANG**

#### **Class of 2006**

Kevin serves as a Client Relationship Manager for Smart Investor. In this role, Kevin is responsible for developing and managing individual client relationships and overseeing the implementation of financial planning recommendations. A significant portion of Kevin's efforts are devoted to assisting retirement plan sponsors and plan participants achieve their financial objectives. Kevin brings to Smart Investor Big Four audit experience. He was a senior auditor in the San

Francisco office of KPMG, specializing in real estate audits.



### **ALAN COOPER**

#### **Class of 2009**

Alan works in San Francisco at tech communications firm LaunchSquad as an Account Associate, where he has worked since August after graduation. His day-to-day duties include writing press releases, media relations, and running social media programs for clients, among other PR duties. Alan graduated from UCSB with Lambda Pi Eta Honors in Communication and a minor in Professional Writing for Business. While in the Comm department, Alan was a research assistant for Dr. Cynthia Stohl for two quarters and held three internships for DAVIES Public Affairs in downtown Santa Barbara as well as the UCSB Office of International Research

Advancement. In his free-time, he misses his days living on Sabado Tarde, screaming "Ole!" at soccer games, and skating around IV.



### **CHRISTOPHER GARCIA**

#### **Class of 2009**

Christopher is an assistant/coordinator in the film-marketing department of 42West where he works on film release campaigns, awards campaigns, and publicity initiatives for filmmakers, producers, and screenwriters. Formerly with Block-Korenbrodt Public Relations in Los Angeles, Chris specialized in film and talent publicity. Christopher worked on award campaigns for Sony Pictures Classics films including "An Education" and "The Last Station," as well as premieres, press days, and red carpets for events such as the Emmys, the Golden

Globes, the Grammys, the Spirit Awards, and the Oscars. Before graduating with honors from UCSB with a double major in Communication and Art History, Christopher studied abroad at the American University in Paris. He served as co-president of Lambda Pi Eta and president of the Gaucho Tour Guide Association.



### **BONNIE GOLDFARB**

#### **Class of 1982**

Bonnie is the executive producer/CEO of Harvest Films, Inc., which she co-founded in 2001. Leaving a background as news reporter and disc jockey (KCSB, KIST, KRTH) Bonnie traveled the world while developing her unique form of art through advertising production. Harvest Films, the recipient of hundreds of industry awards specializes in creative television commercials. Nominated at the 2009 MTV Music Video Awards for best new artist video, Harvest is widely recognized as one of the industry's top production companies. Bonnie followed her B.A. in Communication

from UCSB with an M.A. from the Annenberg School of Communication at the University of Southern California.



**DREW KAIN**

**Class of 2003**

Drew is a Senior Product Specialist for Shire Pharmaceuticals in San Jose, CA. His role is to persuade physicians to initiate Fosrenol as their 1st line therapy for particular patients. In 2007, Drew won the President's Club award, the highest honor in pharmaceutical sales. He is also working on a Master's degree in Health Care Administration at CSU, East Bay. While at UCSB, Drew was the President of the Student Communication Association and interned at True North Leadership, a

consulting firm in Santa Barbara.

**CASSIDY KJELDEN**

**Class of 2009**

**Event Coordinator**

**Elite Meetings International**

**MAGGIE LEE**

**Class of 2001**



For the past 7 years, Maggie has managed college and entry-level recruitment for entertainment companies such as Sony Pictures Entertainment, CBS, NBC Universal, and CAA among others. Maggie has played an integral role in identifying key talent for these companies, and understands the needs of this industry and what it takes to get hired on. She has developed and managed various training and outreach programs as well as her recruiting efforts. This rewarding experience has enabled Maggie to discover her true passion, which is assisting youth in their journey towards establishing fulfilling and successful

careers and this brought her to The Rainmaker Network which is a website dedicated to helping students prepare for life after college. Maggie holds a BA in Communication with honors.

**CHRISTOPHER LINCOLN**

**Class of 1984**



As a producer and director, Christopher Lincoln has earned a reputation for delivering both exciting and informative programming in a variety of sports and entertainment. Since forming Flying Fish Productions, Inc. in 1999, Lincoln has worked closely with all four networks, a multitude of cable networks, professional leagues, organizations and conferences ranging from the NCAA to the US Olympic Committee (USOC). Over the past twenty-six years Lincoln has been a part of eight Olympic Games working for the host broadcaster and for all three US networks. He won the International Olympic Committees' "Golden Ring" award

for excellence in sport coverage. A 1984 UCSB Communication Studies graduate, Chris Lincoln has won four national Emmy awards and numerous Cable Ace awards.

**ALISON MACLEOD**

**Class of 2005**



Alison is a Public Relations Consultant at KP Public Affairs where she develops and implements strategic communication programs for corporate, non-profit, and government clients. She also managed the media relations and community outreach activities for Native American tribes in Northern and Southern California. In

addition to her UCSB degree, Alison took graduate courses at the Danish School of Journalism in Aarhus, Denmark. At UCSB, she received the Steven H. Chaffee Award for Excellence in Research and the Emeriti prize. She was also a member of Lambda Pi Eta and the Student Communication Association.



**JAY MATHESON**

**Class of 1996**

Jay is a business development executive at Apple Inc. where he creates and delivers events that educate customers with regard Apple technology and provides solutions for the greater academic community. Jay works closely with the UC and California Community College system and often partners with campus leadership to speak on the topics of personal branding in a digital world, and the challenges of the 21st century workforce and economy. Prior to joining Apple, Jay worked with some of the top Hollywood movie studios to create viral marketing campaigns for

new releases.

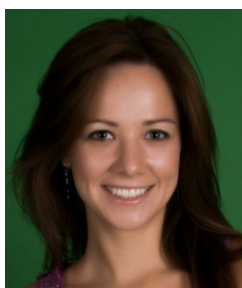


**LAURA C. MCHUGH**

**Class of 1989**

Laura is a founding partner of the law firm Rediger, McHugh & Hubbert, LLP in Sacramento. The firm represents employers in labor and employment law matters. She also counsels with employers on employment practices and policies and other workplace issues. She is a graduate of Santa Clara University School of Law, where she was an editor for the Law Review and she is a member of the Labor and Employment Law and Litigation Sections of the American Bar Association and the California State and Sacramento County Bar Associations. Previously, she worked

in corporate human resources for a large bank and graduated *magna cum laude* from UCSB.



**NADIA PANKRATOVA**

**Class of 2007**

Nadia is a Media Research Associate at Smith Geiger LLC, the media industry's leading market research and consulting firm headquartered in Los Angeles. Nadia's work encompasses various aspects of the company's research and consulting services, with a primary focus on the development and production of high-quality, customized reports and presentations that provide clients with an in-depth, strategic research analysis and insight to help them meet their business objectives. Nadia graduated from UCSB with a B.A. in Communication and Art

History. She earned High Honors, Distinction in the Major, and received the Steven H. Chaffee Award for Excellence in Research. While at UCSB, Nadia was also actively involved as a University Art Museum intern, marketing assistant for UCSB Arts & Lectures, and VP of marketing and recruitment for Santa Barbara chapter of AIESEC.



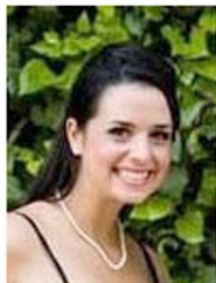
**LIZ ROCKHOLD**

**Class of 1988**

Joining iParadigms, LLC in September of 2008, Liz brings over 20 years of experience in building and managing sales and marketing teams and driving growth in start up, turnaround, and established company environments. Her



background includes extensive experience in the education, and technology industries where she held a variety of executive positions in sales, marketing, and management. Liz was Director of Marketing at ABC-CLIO, Director of Technology Sales and Marketing at Cengage Learning, Manager of Technology Sales at Addison Wesley/Benjamin Cummings, and National Sales Manager for Education at Macmillan Computer Publishing. Prior experience also includes positions in sales and management at Borland and Prentice Hall. Liz manages the Sales and Customer Care teams at Turnitin.



**LAURA ROENICK**  
**Class of 2005**

Laura is the Event and Project Manager for United Talent Agency's Foundation in Beverly Hills. In this capacity, she is responsible for planning and executing company-wide charitable initiatives, maintaining relationships between the non-profit community and the agency, and helping clients and employees explore their charitable interests. In addition, she oversees the agency's employee training programs. At UCSB, Laura minored in Art History, was the founding President of

Lamba Pi Eta, was President of the Student Communication Association, and was President of Alpha Phi Fraternity



**KAMYAB SADAGHIANI**  
**Class of 2008**

Kamyab is the Vice President at Terra Universal, Inc. Terra Universal is a mid-sized manufacturing and marketing firm specializing in modular cleanrooms and related controlled environments. As Terra's VP, Kamyab oversees the company's manufacturing operations and customer service. He has also worked in sales at Terra. Kamyab graduated from UCSB with highest honors and distinction in the communication major, and he looks forward to joining Duke University's Cross

Continent MBA program later this year.



**MARY SHIRLEY**  
**Class of 2007**

Mary is an Account Manager for Online Sales at Google where she works with high potential AdWords advertisers in the Health and Wellness space. She coordinates with advertisers on their media plans for online text and display advertising, as well as works with Google TV. Mary earned a B.A. in Communication with a minor in Spanish from UCSB. She currently resides in San Francisco.

**KIBIBI SPRINGS**  
**Class of 1995**

Kibibi is a marketing communication professional who has held positions with top 10 public relations firms and non-profit organizations. She has top to bottom experience with strategizing, managing and executing PR and marketing campaigns for a number of *Fortune* 500 companies. In addition to her UCSB degree in Communication, she is certified in Consumer Psychology and is working on a M.A. degree from the Chicago School of Professional Psychology. She is a member of the board of directors for the Friends of South Central Los Angeles Regional Center and provides freelance marketing consultation to small businesses



**AMY MENKES STOODDY**  
**Class of 1980**

Amy is a Certified Legal Specialist in Workers' Compensation and a former co-chair of the Workers' Compensation Section of the Orange County Bar Association. She is on the board of Directors for Boys Town California. Amy regularly sits as a Judge Pro Tem and has been named a "Super Lawyer" in Southern California by her peers and *Los Angeles Magazine* for the past six years. She was also featured by American Airlines as one of America's Most Influential Women in the Law. Amy graduated with honors from UCSB and from the Western State University College of Law. While in law school, Amy received numerous awards in American Juris Prudence and she served as an editor of the *Law Review*. Amy is also a legal analyst for Los-Angeles based CBS affiliate KNX 1070 News Radio, providing weekly commentary on a variety of legal topics.



**MELODIE TAO**

**Class of 2006**

Melodie is a Social Media Consultant, Online Marketing Educator and Entrepreneur. She educates and inspires businesses and entrepreneurs to optimize the potential of their online presence to strengthen customer relationships, build strong communities and become a trusted authority in their industry. Having previously spent four years at Clear Channel Communications and two years at online marketing agencies, Melodie successfully launched interactive marketing campaigns utilizing radio, internet, events and promotions for national brands including: Ralphs/Kroger, Westfield Malls, Liberty Tax Service, Colgate Palmolive, AMC Theaters, San Diego Padres and Red Bull Energy Drink.



**RYAN WILSON**

**Class of 2008**

Ryan Wilson is currently working for an in-house agency as a National Broadcast Media Buyer with Adaptive Marketing, LLC. The product, Freescore.com, has started to expand their media spend to the tune of \$2 million per month. Ryan is responsible for buying airtime on local broadcast stations in the top 100 DMA's, national cable and national syndication. His responsibilities include depleting and optimizing the required monthly television budget. Upon graduating from UCSB, Ryan entered the job force as a radio Account Executive. For six months he worked on local marketing campaigns and orchestrated presentations to agencies scattered about the West Coast. After his stint as an AE, he joined Vertrue as a Print Media Buyer. While at UCSB, Ryan was a marketing intern / technical advisor for the UCSB Men's Soccer Team and research assistant to Dr. Linda Putnam.