

Alexis Peterson

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Describe your career path?

I finished my internship for Spark Niagara in September and wanted to get a job downtown Toronto in marketing analytics. I interviewed for various companies and had a few offers, but I felt right at home with Dentsu and accepted the offer in November. I was finishing up school full-time while working full-time and it took everything in me to balance work, school and social life. I would say that is my greatest accomplishment so far: getting my dream job while successfully finishing my education.

How did your education with CPCF prepare you for what you are doing today?

CPCF prepared me for my career through experiential learning. In the course, COMM 4F00, I had an internship with Downtown Bench in Beamsville. It showed me what a career in media would look like day to day. I realized that I was less creative and more analytical so from then on, I started taking a lot more marketing and analytic courses. I feel as though CPCF helped me build a platform for myself, and the various Goodman courses carried me the rest of the way.

I also believe that there is so much more to University than just classes, hence my involvement with BUSU in the marketing department where I made lifelong friends and gained valuable career experience.

What advice do you have for current students who want to make the most out of their experience in CPCF at Brock?

The advice I would give to students is "USE YOUR LINKEDIN!" and optimize it as much as possible. The professional account is slightly expensive but 100% worth it. I learned how to use my LinkedIn, who to connect with, how to speak to recruiters, and interview. Without LinkedIn I would not be in the role that I am in today.

Describe the Department of Communication, Popular Culture and Film in three words?

I think the three-word quote; 'Always Seek Knowledge' best describes the CPCF experience. From your textbooks to your helpful professors, always seek knowledge and don't be afraid to ask questions!

What makes Brock's Department of CPCF stand out for you?

There are still some professors I keep in touch with from previous years whenever I have a career question or need advice.