

Morgan Mitchell

(she/her)

»»» Interview

Where are you from? What is your hometown?

St. Catharines, Ontario

Describe your career path?

My past employment has included hosting for 2 years, waitressing for 3 years, bartending for a year, media company owner for a year, jewelry store owner for a year, worked as a marketer/trainer at Royal LePage for a year and now I'm currently an owner of a roller skate rental business.

What do you like about what you are doing now?

I love being my own boss. I have always been entrepreneurial, since I was young. At the age of 8 I would sew bean bags and sell them. I have started a few businesses, which include two media companies and a jewelry store. This past August, I started a roller skate rental business. My favourite part about renting roller skates is seeing the joy it brings to people. It gives individuals the opportunity to get out, socialize and get some exercise. It is appropriate for all ages, genders and sizes.

What is your greatest professional, educational, or community accomplishment since graduating?

When I first graduated, I took a course at the University of Toronto and got a certificate in Digital Marketing Management. While studying, Royal LePage hired my media business to work for them to assist realtors with their marketing materials and train them on a platform called rlpshere. After I had completed my degree and certificate, my contract moved from a freelance hourly pay, to full time. I worked with this real estate company for about a year, until I decided it wasn't something I wanted to pursue. I wanted to focus on my new business! I then completed the Kick-Starting Entrepreneurship Program at Brock to learn more about the world of entrepreneurship.

Since graduating, my business, Niagara Roller Skate Rental Inc. has hosted events at Brock University's frosh week as well as the City of Mississauga's, Light Up the Tree event. I enjoyed planning these events, finding staff, delegating what needs to be done and creating marketing materials.

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

CPCF prepared me for what I'm doing today by giving me the opportunity to learn how to time manage, stay organized, work independently, work in a group setting, present and market myself. I use these skills in my business as I have to reach out to potential customers, plan and organize events. While serving, I demonstrate how to work independently, in a team setting and manage my time.



What advice would you give current students or recent graduates interested in pursuing a career in your professional field?

The advice I would give is to take a risk. If you're thinking about trying to be an entrepreneur, just take a chance. Do your research of course, but if it is something you are passionate about, all the time and effort you dedicate to your business is worth it. Another piece of advice I would give, is to focus. When I first started with my business, I was working two other jobs which meant I had limited time to grow. After realizing this, I had to quit my one job so I could manage my time better. Since then, my roller skate business has gotten more traction.

What would you look for if you were in the position to hire new graduates from CPCF?

If I were to hire a new graduate from CPCF, I would look through their past experiences. I understand that everyone may not test well, but I believe people should learn through opportunities. You may not have the most desirable title at the places you have worked, but I wouldn't take the name too seriously. I would want to see that you are a hard worker and will accept opportunities as they arise. I would also be impressed if you were involved in extracurricular activities whether it be within the school or outside. This shows that you have a passion, are good at time management and are dedicated.

What brought you to Brock and to the CPCF department?

I was originally enrolled in the Bachelor of Business Administration and then switched to Business Communication. I made a list of what I liked and disliked about a potential career path alongside a list of my personal interests. With this, I knew the CPCF department was the right way to go.

Share any experience that was meaningful to you.

I got to meet a lot of great people in my program.

Group work can be a challenge when everyone isn't on the same page, but it also forces you to learn how to work with different people. You discuss everyone's strengths and weaknesses then delegate duties to each person. In every group, there may not be an even distribution of skills, but this is also a learning opportunity. You can stretch out past your comfort zone!

As far as one particular moment that stands out, that was my time in Disney. I took part in the Youth Education Series at Walt Disney World. During this time I attended classes at The University of Florida and at Walt Disney World to understand how the course material is applied in the real world. I was taught and shown the marketing/advertising strategies these organizations practice.

What is the most important thing you learned while you were studying within the department?

The most important thing I learned was to take a risk. For example, I used to be terrified of presenting. Within my time at Brock, I had to present in a majority of my classes. Although I hated presenting in the moment, overall this challenge that I faced, has shattered my fear.



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

My advice for current students is to get involved. One big regret of mine is not getting involved with the department enough. In my later years at Brock, I was the student representative of the department, which was a great opportunity to learn what goes on behind the scenes.

What advice would you give to someone who is considering pursuing a CPCF degree?

I would say, take it. This program is very versatile which allows you to have a large variety of career paths. If you already know what you want to do after school, see if this program qualifies you to get there. If you aren't sure, you will have the opportunity to take a co-op alongside a range of courses.

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

Educational, practical and memorable.

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

You have an opportunity to partake in an internship. I think this opportunity is great as you get to learn a variety of practical skills. You may also take note of what you want or do not want in your future work setting.

What is something people may not know about you?

Something people may not know about me is that I love to travel.