

Zach Pajtasz

(he/him)

»»» Interview

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

Never stop learning. Actively seek out professional development opportunities. If you can, find a role that lets you wear multiple hats and get experience in different fields to find what you're truly passionate about.

What do you like about what you are doing now?

Work isn't mundane or predictable. Working in marketing, and more specifically social media, gives you exposure to a range of experiences. One day you're filming videos for ad spots in Niagara Falls and the next day you're attending a Hamilton Tercats game for a special event.

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

Someone that is inquisitive and eager to learn. A person who isn't afraid to contribute in meetings and present their ideas. Ideally an individual who believes in personal development and is committed to growth. Many talents can be learned, but some personal attributes can't be taught.

Is there one particular moment that stands out as a highlight of your time at Brock?

The Terry O'Malley Lecture was a standout moment for me at Brock University. It was an eye-opening experience to learn more about the field of advertising and it kindled my interest in working in marketing.

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

Outside of the fundamental programs you must take, I encourage you to take electives within (or outside) of CPCF to explore personal interests or programs that may complement your degree. It is helpful to diversify your education and study in fields that may not be directly tied to your area of focus.

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

Engaging. Thought-provoking. Exploratory.

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

I felt a great sense of community being part of the CPCF student body. I still keep in touch with some of my classmates and I've crossed paths with them professionally in the working world.

What is something people may not know about you?

I work a side-gig for Reddit as a Channel Marketing Operations Specialist.

Where are you from? What is your hometown?

Live in St. Catharines for 20+ years. Born in Simcoe, ON.