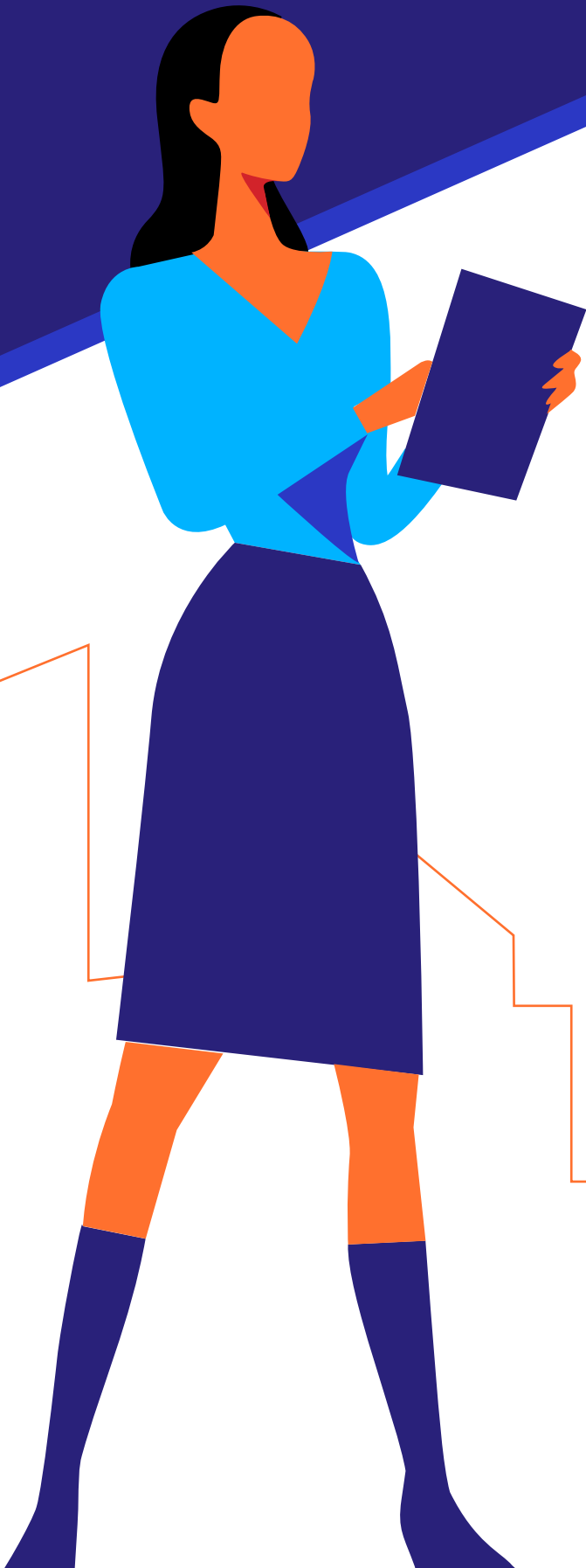


EAST PROVIDENCE HIGH SCHOOL

# MARKETING FORUM





## FORUM *GOAL*

This Forum is related to the College, Career, and Life Preparation program at East Providence High School and the concepts of **Personal Branding**, **Networking**, **Storytelling**, and **Success** introduced and developed in this class. Since most students today are regularly posting and sharing personal information on social media, i.e. marketing their personal brands, this Forum is relevant to how students tell their story and 'market' their personal brands, especially but not limited to, social media. Student marketing of their personal brands is similar to the ways companies 'market'/promote their corporate brands using all forms of media.

'Marketing' is a multi-billion industry with lucrative and fulfilling career opportunities. Companies and organizations are continually looking to hire people with marketing skills. Today's Forum of marketing experts will share stories from their career path, challenges and successes, uncertainty and clarity, as well as what is taking place in 21st century 'marketing'.

# MARKETING **PANEL**

**SOREN RYHERD** Soren and his wife Vida started Working Planet, a success-focused digital advertising analytics and management company. This means Working Planet buys specific locations on specific company web sites for their customers' advertising and then continuously collects data on the performance of the advertising. 'Where to place their clients ads' is based on **DATA**; for instance, the web site(s) Working Planet chooses to place their client's ad is based on **DATA** showing which web platforms Working Planet's client's customers are most likely to visit. Working Planet continually monitors and measures each client advertisements to see who sees the ad, how long an advertisement is looked at, and which ads eventually cause someone to contact a Working Planet client for more information. Soren has a Master's Degree from Boston University in Geography/Remote Sensing. He was a Graduate Research Fellow working for NASA. Soren's Master's Degree thesis was titled "*The Effect of Texture on the Segmentation of Remotely Sensed Images*". Soren was working on a Doctorate Degree from Boston University on statistical texture algorithms on desert landscape recovery mapping in Kuwait following the First Gulf War.

**NICK DECESARE** Nick is owner and President of Third Effect Marketing & Design. From web site construction and graphic design to multi-channel marketing (social media, email, micro site, direct mail, banners and signage, etc) strategy, Nick is a veteran design and marketing strategist with 20 years of experience in New York City before relocating to Rhode Island in 2003. Nick was the Creative Director at Mercury Print & Mail and Signature Printing before starting 3rd Effect Marketing & Design. A pre-Med Major at New York University (NYU) before transitioning to Graphic Arts, Nick graduated from NYU with a BA in Graphic Arts in 1988. Nick is also a musician and "exceptional cook".

**ANNA BARCELOS** Anna is a graduate of Bryant University with degrees in Marketing and Sociology. Anna was the Director of Marketing Strategy and Analytics at TWOBOLT, the Director of Client Solutions at Ten24Digital Solutions and a Marketing Manager at TRIBALVISION before becoming the Director of Marketing at Vector North America. Vector provides the software and hardware being used in the electronics of automobiles, trucks, etc which control a car's many functions including switching the engine on and off, opening and closing windows, and keeping the temperature comfortable. Vector's biggest customers are FORD, GM, TESLA, BMW, MERCEDES, and many more. Vector is a private company headquartered in Stuttgart, Germany with more than 3,000 employees and over a billion dollars in sales.

**FERNANDO PEREZ** Fernando is a 2016 graduate of Hope High School. He was part of the Hope Life Skills program at Hope High School and represented the Life Skills program at the National Youth Leadership Forum in Washington, D.C. in the summer of 2015. "Because of Fernando's outstanding personal brand and his exceptional networking skills and work ethic", he was awarded a paid summer internship through the Hope Life Skills program at the CVS Health corporate office working in the Logistics and Merchandise Planning Divisions at the company and later during high school vacations. CVS Health continued to offer Fernando work during his education at the University of Rhode Island while a student in the Computer Science School. Fernando is presently a data analyst on the digital customer analytics team of CVS Health on their corporate campus in Woonsocket, RI. CVS Health is ranked 4th on the Fortune 500 list and 7th on the Fortune Global 500 list with over \$268 BILLION of revenue (2020).

**ALI DECESARE** Ali is currently a Project Manager and Producer at MSCHF - URL MSCHF.xyz. MSCHF is an art collective based in Brooklyn creating "curiosity and mischief and profit." MSCHF operates on a drop cycle, launching new products every second and fourth Monday of the month. In October of 2021, MSCHF was signed as an artist with CAA.

As a Project Manager, Ali directs and leads a variety of collaborators from different fields including design, engineering, manufacturing, and logistics. Ali started her college career as a Mechanical Engineering Major at New York University and graduated in 2020 from NYU's Tandon School of Engineering with a Bachelor of Science in Integrated Design and Media. During her time at NYU, Ali participated in many different organizations and projects that drove her to develop a deep passion for management, design, and engineering.

**STEPHEN CRONIN** Stephen Cronin will be the moderator of this conversation among the panel's professional marketers and East Providence High School students. In other words, his mission is to create an informative and fun 'conversation' among students and professionals giving each the opportunity to share stories, insights, and, most importantly, questions. Questions are more important than answers in this class. If a student is curious about something, their question is automatically 'good' and 'important'. Stephen Cronin is a graduate of Marist College in Poughkeepsie, New York and Providence College in Rhode Island. He has been the General Manager of a Massachusetts Cable Television company, and the President of Mercury Print & Mail and later TWOBOLT, a marketing strategy and services company. Presently, he works at Signature Printing in Business Development and client services; in other words, he's a salesman. Stephen also founded, developed, and volunteer taught the Hope Life Skills program (hopeliveskills.com), a for-credit course teaching fundamental life skills like personal branding, networking, storytelling (job interview and resume writing, social media expression, personal marketing skills, etc), time and change management, collaboration and creativity for 18 years at Hope High School. The Hope Life Skills program was inexplicably terminated in 2021.

## **ALSO IN ATTENDANCE**

**Steve Etchells:** Vice President of Social Media Technology Optimization at Fidelity Investments.

**Dan Paquette:** Vice President, Sales and Marketing, Signature Printing.

**Braveen Mahendran:** Helicopter Pilot; Entrepreneur.

**Ly Nguyen:** Lead Programmer, Signature Printing.

**Josh Connors:** Director - Digital Operations, CVS Health.

**Vega Montanez:** Film & Television Director and CEO of Coin Theory Media.

**Donna Mumma:** Vice President, Enterprise Digital Customer Success and Operations at CVS Health.

**Tino Chow:** Founder and President of Giant Shoulders, an agency helping mission-driven companies create larger impact using design thinking, storytelling, and branding.

**Jude Amoako:** Director of Partnerships at Nuñez, The People's Agency, providing Print Design, Logo Design, Brand Design, Advertising, Brand Consulting, Graphic Design, Web Design, Package Design, Illustration.

# DAY'S **EVENTS**

## 1. OBJECTIVES

- A. STUDENTS discover 21st Century Marketing Career Opportunities: marketing strategist, data analyst, computer programmer, graphic designer, web site/micro site architect, digital/large format printer, etc.
- B. HOW good marketing principles of a PERSON'S BRAND can either OPEN or CLOSE doors for LIFETIME career opportunities.
- C. RELEVANT LESSONS from the life stories of today's Marketing Panel
- D. A QUESTION WORKSHOP – an opportunity for students to ask questions because “QUESTIONS ARE MORE IMPORTANT THAN ANSWERS!”
- E. BUILDING NETWORKS
  - Students will have the opportunity to meet successful, influential professionals and present their student PERSONAL BRANDS in a meet & greet, networking session. By presenting their PERSONAL BRAND in a positive way, students will have the opportunity to add these marketing professionals to their STUDENT NETWORK of successful, influential people.
  - QUESTION – which students will decide to FOLLOW UP today's event to nurture and grow their NETWORK by sending a FOLLOW UP EMAIL or TEXT to the important people met AND CONECTING ON LINKEDIN. I will be asking our students 'HOW', 'WHEN', and “WHY”

## 2. Distribution of “THE BRAND CALLED YOU” by Tom Peters (Fast Company 8/31/1997)

## 3. FUN and a GOOD LUNCH

# FORUM **SCHEDULE**

**9:00am WELCOME & INTRODUCTIONS**

**9:15am MARKETING IN THE 21ST CENTURY**

- Panel member shares their definition of 'Marketing in the 21st century' How the Panel markets their PERSONAL BRAND for their lifetime success

**9:45am CHALLENGE EXERCISE**

- Small groups of students and a facilitator accept the challenge of creating a 21st century ENTREPRENEURIAL IDEA (product/service) to present to the Marketing Panel for their Marketing Strategy for each idea
- Students, with the help of their facilitator, will identify the customer demographic, specific geographic market area (if any), etc for their product/service

**10:30am MARKETING PANEL FEEDBACK** – a Marketing Strategy for each product/service

**11:15am NETWORKING LUNCHEON** at the EPHS Café Culinary Department

**12:00pm DISMISSAL**



5 Almeida Avenue, East Providence, RI

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