



November 19, 2020

MY CAREER PLAN

ALEXANDRA GODOWN: MARKETING
& INFORMATION SYSTEMS

PERSONALITY ASSESSMENTS

MEYERS BRIGGS

- Executive EST J-A
 - Extrovert
 - Follow senses
 - Use my head rather than heart for decision-making
 - Prefer order over spontaneity

CLIFTON STRENGTHS

- Significance
- Harmony
- Restorative
- Achievement
- Responsibility



CAREER CHOICES



Market
Researcher



Language
Strategist



Chief
Marketing
Officer



Hi, my name is Alexandra Godown. I am a junior at Pace University studying Marketing and Information Systems. I recently studied abroad in Italy and conducted a massive research analysis of consumer behavior in relation to Coronavirus. From this research I was able to create recommendations and plans for how companies should proceed during these unprecedented times. I love to do research, create marketing campaigns, and conduct studies. Do you have any advice about the best way to get involved with your company?

ELEVATOR PITCH

Career Fair Plan

MASLANSKY+ PARTNERS

Attended an informational meeting and submitted an internship application. Excited about further steps.

GROUP M

Joined an information session and did not feel a connection to the company.

MADISON SQUARE GARDEN

Met with an executive one on one at the fair and submitted an application through her.

TECHTRONIC INDUSTRIES

Met with an executive and set up an interview for the following week.

OMNICOM MEDIA GROUP

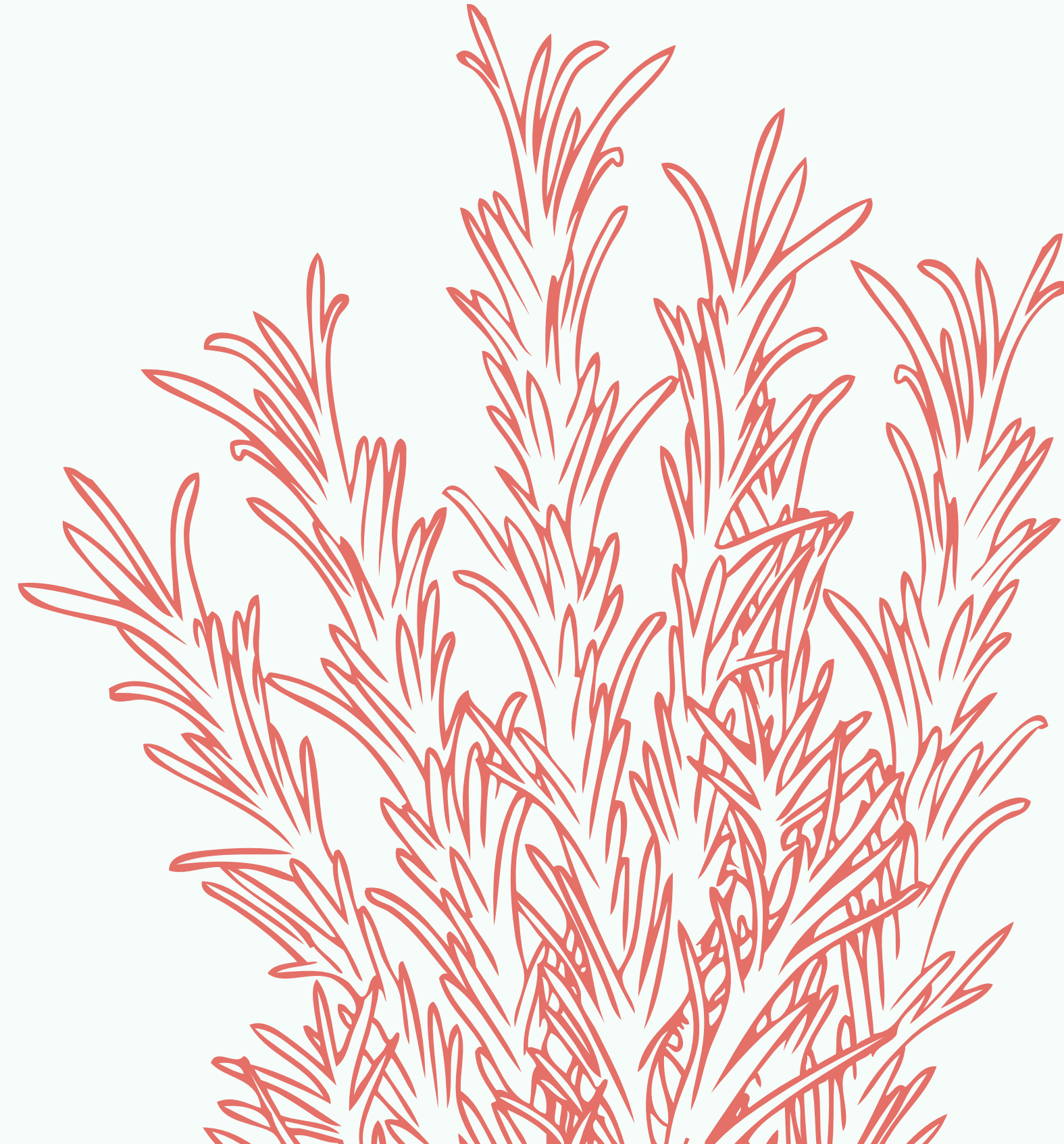
Attended an information session and did not mesh well with the company. Did not pursue further contact.

CAREER FOLLOW UP

I have an interview scheduled with Maslansky+ partners for this week. I am excited about the next steps and am hoping to get the job.

Currently waiting to hear back from MSQ, TTI, & Maslansky+ partners.

I have attended EY employer spotlights and a few other events during the semester.

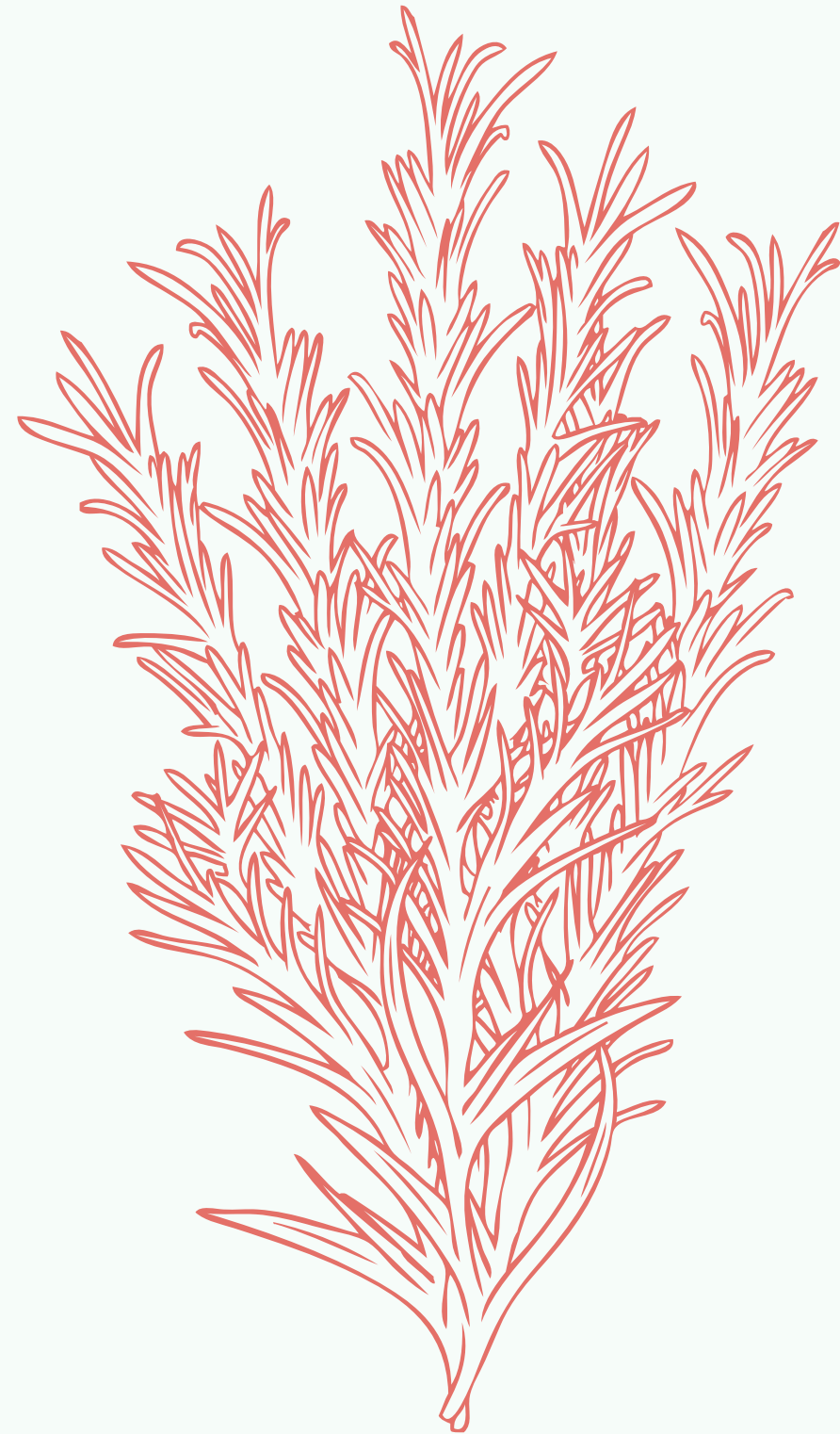


PROFESSIONAL PLANNING MODULE: ELEVATOR PITCH

I have been struggling to perfect an elevator pitch over the last few semesters

Great exercise to practice and prepare for the career fair

This is wonderful to use as an introduction for interviews and networking



CAREER SERVICES

PAST

Attended resume and coverletter workshops as well as employer spotlights

PRESENT

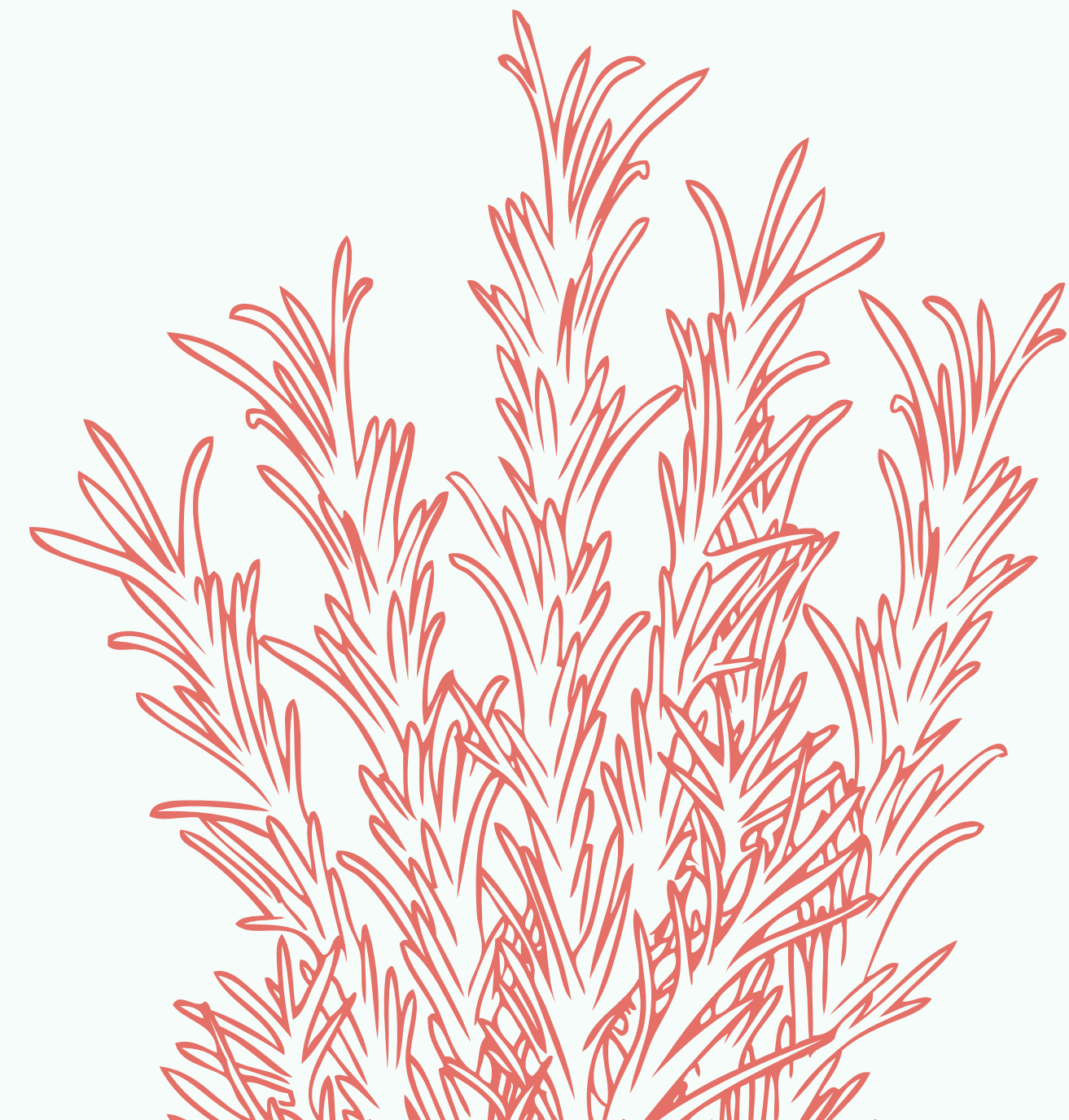
Checking emails from career services and attending employer spotlights

FUTURE

Plan to set up a meeting with a counselor to discuss potential job opportunities



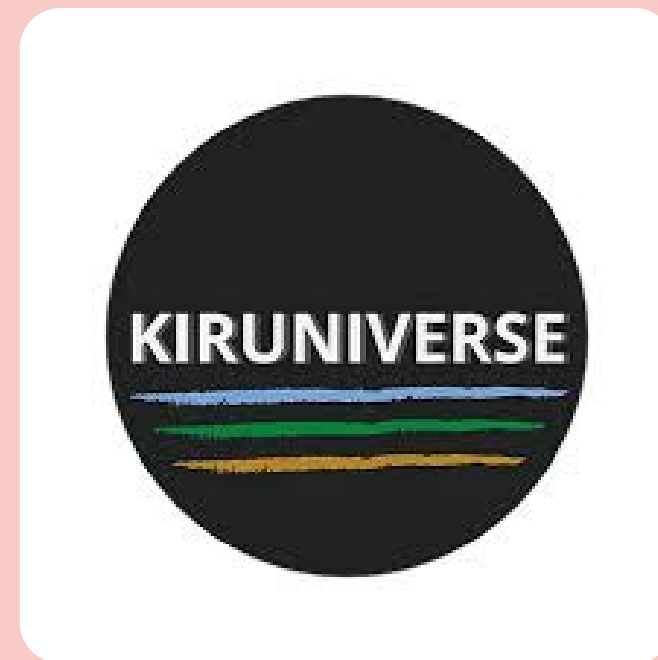
Internship Experience



DECONSTRUCT

Researcher & Analyst

Learned a tremendous amount about gathering data and formulating reports.



KIRUNIVERSE

Lead Marketing Intern

Created and curated content for social media which taught me editing and photoshop.



NEW TRADITION

Sales and Marketing Coordinator Intern

Built presentation and pitch decks to present to clients. Learned how to present information to clients.

LinkedIn

All past work experiences are listed on my page

A summary of my skills and current career oriented aspirations

Connected with everyone I have worked with or networked since starting college

I promote my LinkedIn in my email signature to gain following


I plan to become more active in the marketing groups I recently joined



Lexie Godown

Advertising and Integrated Marketing
Communications | Information Systems Student at
Pace University
New York, New York · 261 connections

 Deconstruct

 Pace University - Lubin School
of Business

Sign in to Connect

About

I am a junior at Pace University in the Lubin School of Business, with a double major in Advertising and Integrated Marketing Communications and Information Systems. I have always had a passion for learning and hope to continue diversifying my skillset via gaining experience in multiple industries. Currently seeking an internship for Spring 2021 in South Florida or remote in the Marketing field.

<https://www.linkedin.com/in/lexie-godown/>

INFORMATIONAL INTERVIEW: ALESSANDRO LORENZELLI

DECONSTRUCT: CEO & FOUNDER

Smart marketing intelligence advisory firm based in Milan, Italy.

WORK FOR A COMPANY OF EVERY SIZE

Work at small and large firms because it creates a well rounded perspective of the workplace and what works best for your personality type and desired lifestyle.

TRAVEL TO GAIN AN INTERNATIONAL MINDSET

Learn different cultures and practices from around the world, easier to understand people.



First 2 Years

Manage my schoolwork load, my job work load, and my social life.
Make sure to carve out adequate time for each and stick to as much of a schedule as I can.

Earn and maintain at least a 3.5 GPA.
Continue to have good study habits and use the learning center when needed.

Work a variety of different types of jobs in order to become more well rounded and gain experience. I also want to study abroad in hopes of gaining more insight on different cultures.

I want to become more active in the Advertising club and potentially assume a leadership position. I also want to be promoted in my current job (free people) to a higher up position.

Form connections in order to create a network with people such as Daphne Kwon who I met and connected with at One Day Immersion.

Personal Goals+ Action Steps

Academic Goals+ Action Steps

Career Preparation

Student Activities + Leadership Experiences

Mentoring

Last 2 Years

Make sure to maintain personal relationships as well as keep up the desired lifestyle (balance of work and fun). Keep a good schedule going and a running list of tasks needed to be completed.

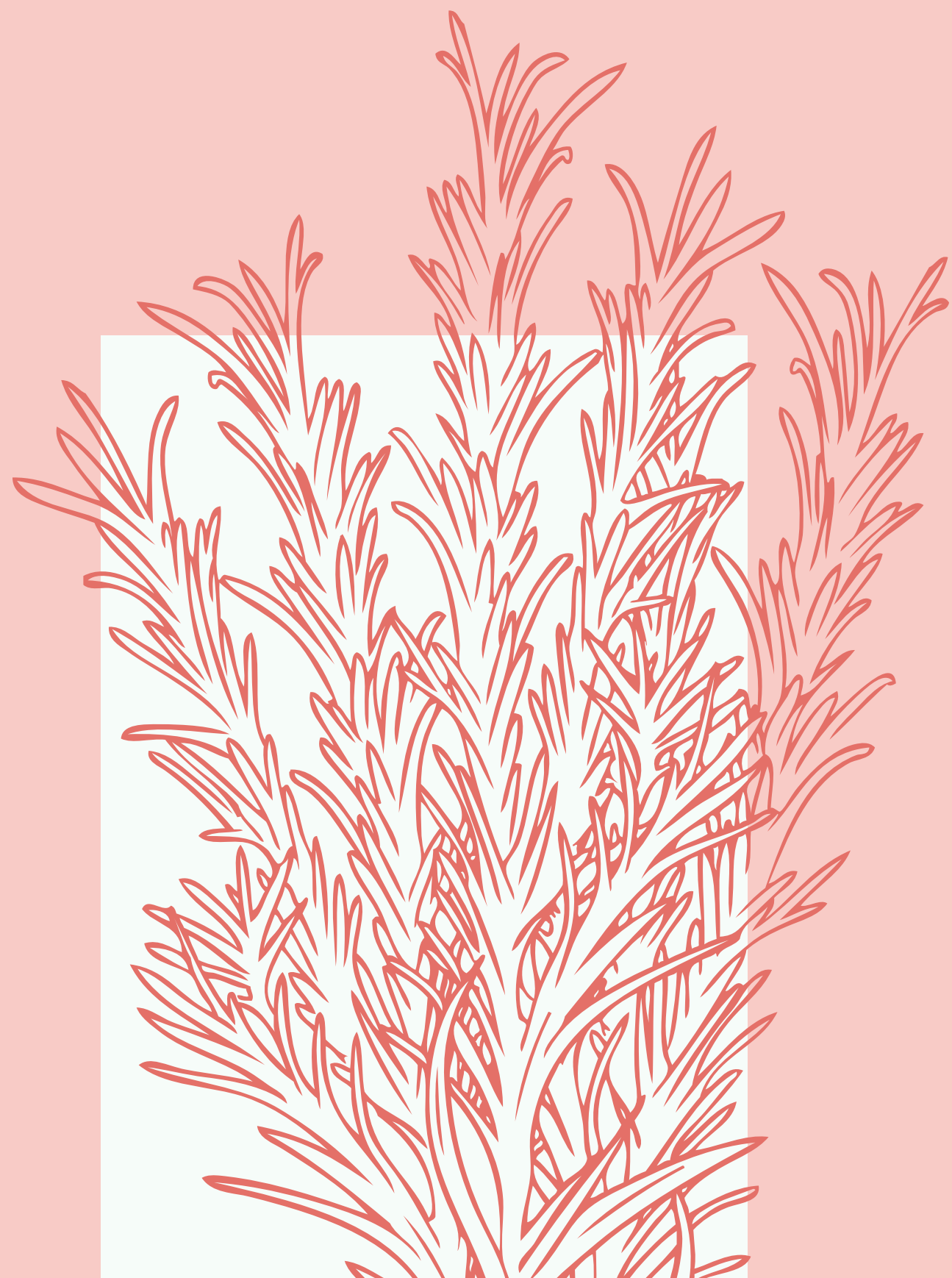
Continue to excel in my classes and earn a 3.5 or higher. Be at the top-ish of the class.
Study for as much time as needed. Learn and adopt new and better study habits.

Secure an internship that has potential to lead a permanent position at the company. Work for a fashion company. Get a paid internship in order to continue paying off student loans.

Continue to lead in the Pace Advertising club. Potentially start a club and develop more of a network. The goal down the road is to be a corporate level executive.

Network with the professionals I work and intern with in order have greater access to a wider variety of contacts to learn from. Continue to work with Alessandro Lorenzelli.





Thank *you!*