14:20:27 That's amazing. Can you tell me more about your academic background and how it prepared you for your professional career?

14:20:35 Yeah, so I, graduated from Rutgers in May 2024 with my undergrad, majoring in

14:20:44 communications with the PR specialization, and then I minored in business admin, and I also did the 4 plus 1 Master's of Communication program.

14:20:53 So I graduated, uh, in May 2025 with my Master's of Communication, um, specializing in corporate purpose and social impact.

14:21:09 My academic background prepared me for my professional career, mainly from the connections that I made at Rutgers, because I really wouldn't have my job if it weren't for

14:21:19 Professor Mark Beal, who connected me originally with somebody at Bayer, and I actually started as a contractor, so I wasn't a full-time employee.

14:21:26 Um, but he's the one who connected me with that opportunity, and I think

14:21:30 all of the hands-on experiences that I got at Rutgers through different extracurriculars, like,

14:21:35 I was a part of Greek life, I was part of, um, Scarlet PR, I was actually the president of that for a year.

14:21:40 PRSSA, there's so many really great, um, clubs at Rutgers, and specifically in Sky, that can help you get hands-on work experience, um, things that you can really put on your resume, and I think that is what helps prepare me for my career.

14:21:56 Yeah.

14:21:55 That's amazing. When you went from a contractor to a full-time worker, how did that transition occur?

14:22:01 Yeah, so basically, I had a 6-month contract, and, um, I was approaching the end of it, and they

14:22:08 kind of just happened to open up an internal position, and a lot of my team encouraged me to apply for it. It was…

14:22:15 on the same team, but under a different manager, um, and so I applied and interviewed, and I think it really helped since

14:22:22 I had already been there for about 5 months, so they knew me, they knew my work ethic, and they knew, um,

14:22:29 I think they could, like, see me in the role, so, um, so then I interviewed and got the job, and kind of just… it was a pretty smooth transition, because I already knew everybody on the team, so that was really nice.

14:22:40 Well, congratulations.

14:22:41 Thank you, yeah. So I'm approaching one year, um, next month.

14:22:46 Wishing you many more years.

14:22:48 Thank you.

14:22:49 How do you balance any, like, technical skills and soft skills in your role?

14:22:55 I think it's…

14:22:58 really important to balance both technical and soft skills.

14:23:02 Both are really important, so…

14:23:04 There's lots of things that might be specific to the job that you're at, um, like different website backend platforms, or the scheduling platforms that you use to post things to social media. We use, Sitecore for our backend, and we use

14:23:18 Sprinklr for posting things on social, and for our editorial calendar. Um, those are really important to know those tools, but I'd say those are really things that you can,

14:23:27 kind of, like, learn on the job, especially because different companies use different things, and I think soft skills and

14:23:33 you know, knowing how to stay organized, being able to be personable, talk to people, public speaking and presentation skills,

14:23:41 being able to create a nice, like, PowerPoint recap slide of something that can

14:23:46 put your ideas really concisely for… to present to your colleagues. Um, those kind of skills, I think, are

14:23:53 maybe more important than the technical skills, because the technical skills you can kind of learn on the job, but those

14:23:59 are what are gonna help you maybe get the job and to get to know more people. Networking is, like, the number one thing.

14:24:05 like, even when you're within a company, especially

14:24:08 If you're at a huge global company like I'm at,

14:24:10 being able to build your network, know who to go for, who to go to for help with things, um,

14:24:16 who might be the best people to be on a team, and just being able to meet new people, expand, and, like,

14:24:21 you never know where your next opportunity's gonna come from if you…

14:24:25 within one company, like, there's so many different areas, so it's always great to network, get to know other people, and…

14:24:32 just be a friendly face around the office.

14:24:36 Yeah. I think also, technical skill, I guess, that's important is, like, AI. That's, like, really big, um, in today's industry, and it's a tool that you should definitely know how to utilize. A lot of companies have, like, their own different versions of it, but it is definitely highly utilized and

14:24:53 corporations.

14:24:54 Is your company giving you time or resources to study?

14:24:59 both of these technical and soft skills, or are you…

14:25:03 studying this on your own outside of work, or both?

14:25:05 Yeah, so my company is awesome. We have so many different resources, so we do, like,

14:25:12 my team specifically does Lunch and Learns. We just had one, um, on AI a couple of months ago, um, and then there's, like, so many tools, like,

14:25:22 videos and training resources that they have on

14:25:25 anything that you could possibly imagine, really. Um…

14:25:29 And then, in terms of the soft skills, I'd say there's also things for that. So we have these things called business resource groups, or BRGs. They're basically, like, employee resource groups.

14:25:38 for different communities, um,

14:25:40 Like, for, um…

14:25:42 different ethnic groups and, um,

14:25:45 other backgrounds, we have, like, an LGBTQ plus one, and those offer a lot of, like, soft skill workshops, like how to be a leader, how to, um, connect with people.

14:25:55 Things like… so there's, like, all different kinds of workshops that are offered. It's, like, so many, I can't even go to all of them.

14:26:03 Yeah, yeah.

14:26:00 That's all from the offer that, though. I love that it's… you can do it at work as well.

14:26:04 Yeah, it's very cool. They definitely, like, emphasize, um,

14:26:09 development, personal development.

14:26:11 Hmm. Well, what was…

14:26:11 Yeah.

14:26:14 an obstacle or a challenge you encountered in your career, and how were you able to overcome it?

14:26:20 Yeah, I would say one obstacle that I've kind of still trying to overcome, but being, um,

14:26:31 Wow.

14:26:26 like, the youngest person on the team by about 15 years in corporate America is very difficult, and I feel like sometimes I struggle with

14:26:36 feeling like I'm too young or too inexperienced.

14:26:38 Um, and, like, not wanting to speak up or share my ideas, but I've…

14:26:43 learned, and I've been encouraged by a lot of my team, which is amazing, that

14:26:47 my ideas and my thoughts are valuable, and I think

14:26:51 having different perspectives is so valuable, so…

14:26:54 I'm trying to coach myself to, like,

14:26:57 know that… that my thoughts are…

14:27:01 worth, like, um…

14:27:03 I'm trying to not think of a word that's not valuable.

14:27:06 I know that I bring things to the table that aren't just

14:27:11 maybe I don't have 15 years of experience, but I have valuable insights,

14:27:17 And so… I would say just don't doubt yourself if… if you're the youngest one on the team, because you're there for a reason, and you are…

14:27:28 you have… you have a different perspective that they're looking for.

14:27:33 Because if you just keep doing things the same way, it's… you're not gonna improve, so you need to have different… all different perspectives from different backgrounds on the team.

14:27:41 I'm sure you provide a fresh perspective, and that's exactly what I'm looking for.

14:27:46 Yeah, for sure.

14:27:48 Hmm. Do you have any advice for, like, professionals who are looking to be in your field, or a specific company?

14:27:58 I would say networking is so important. so even if you don't… I had no idea when I started. First, when I started at Rutgers, I didn't know I was going to study communications. I didn't declare my major until 2 years in.

14:28:11 And then… but once I was there, I just did, like, everything that I possibly could, kind of take every opportunity that you have, especially while you're still in school, while you're still in a, like, university setting.

14:28:22 And get to know as many people as you can, your professors, your peers, you never know where your…

14:28:27 next connection is going to lead to, and where your next opportunity is going to come from. Also just, yeah, don't doubt yourself because of your age. Like, I have…

14:28:36 had issues with, like, no…

14:28:38 that you… I don't know, just believe in yourself and, um…

14:28:43 Try to just seek out every opportunity you can. Internships are really important, um…

14:28:49 or not just internships, but hands-on experience. So even if it's just, like, a class project that you do, Professor Beal has a class where you do, um,

14:28:58 a request for a proposal for a company, and you literally get to, like, present to their marketing team, and that's amazing experience. You can put that on your resume. Doing something like PRSSA or Scarlet PR,

14:29:09 or all of the other clubs that are offered at Sky and at Rutgers, um, get involved and do as much as you can.

14:29:16 Hmm, that's amazing advice. Thank you, Hannah.

14:29:20 Yes.

14:29:18 I'm sure our students are going to appreciate this. I know I did, I loved hearing it.

14:29:22 Yeah, thank you. So happy I get to, um…

14:29:26 pass on some of my knowledge to the next generation of students.

14:29:33 Yes, I'm so excited to be there.

14:29:35 Well, thank you so much, have a great day.

14:29:37 Thanks, you too. Bye.