

# The Wise Marketer: Sage Insights



## Welcome to the AMA WGU Collegiate Student Chapter!

We are thrilled to introduce the AMA (American Marketing Association) WGU Collegiate Student Chapter, a vibrant hub designed to empower, connect, and advance the careers of marketing students like you. As a student-led organization, we are deeply committed to the AMA's vision and goals, ensuring that our community supports each marketer's journey from the classroom to career peak.



In This Newsletter You Can Expect:

Latest AMA Chapter Updates

Event Recaps

AMA Resource of The Month

Alumni Spotlight

## Meet The Student Leaders!



### **Malcolm B. Robertson - President**

Malcolm is not only pursuing a Bachelor of Science in Business Administration with a focus on Marketing at Western Governors University, he's also serving our country as an active-duty Army Recruiter. As a Station Commander in Hartford, he manages a team and dives deep into practical marketing daily. He owns Heimdall Images LLC, a testament to his entrepreneurial spirit and dedication to understanding marketing's evolving landscape, including integrating AI into his strategies. As Chapter President, Malcolm is eager to drive forward the development of both student leaders and faculty within our AMA chapter.



### **Christopher Powe - President Elect**

Starting in hospitality in 2016 and quickly rising to General Manager, Chris now shapes the future of marketing as the Director of Sales and Marketing at PEG Hospitality. He recently launched Ignite Commercial Marketing to help small businesses thrive digitally. At EMA Hospitality, he optimizes revenue for a 12-property portfolio. Chris is enhancing his impressive career trajectory with a Bachelor's in Marketing at WGU, preparing to lead our chapter next.



### **Maxine "Max" Ulmer - VP of Programming & Events**

A Utah native who has found her calling in Ogden, Maxine is not only a partner and dog mom but also a budding entrepreneur. She currently works in audio advertising sales and is pursuing her marketing degree at WGU. Maxine dreams of starting her own firm to boost small, locally-owned businesses. She brings her passion and vision to our chapter, ensuring our events are both meaningful and memorable.



## **Stacey Flores - VP of Advertising & Promotions**

A trailblazer as a first-generation university student, Stacey is deeply involved in the world of B2B marketing. From managing direct mail campaigns to crafting social media strategies and handling public relations, she uses her extensive experience to enhance our chapter's visibility and engagement. Outside of her professional life, Stacey loves attending concerts and spending time with her family and friends.

## **DID YOU KNOW?**



The job outlook for Advertising, Promotions, and Marketing Managers is

# 6%

faster than average of other occupations!

Learn more by scanning the QR code below:



[bit.ly/3X7zFnD](https://bit.ly/3X7zFnD)

## Key Marketing Skills To Have!

- ★ Marketing Analytics
- ★ Marketing Operations
- ★ Demand Generation
- ★ Content Marketing
- ★ Emotional Intelligence
- ★ Digital Marketing
- ★ Creativity and Problem - Solving
- ★ Project Management
- ★ Branding
- ★ Knowledge of AI & Marketing
- ★ Communication
- ★ Critical Thinking
- ★ Media Management

Talk to your Program Mentor and Course Instructor today on how your courses will help you prepare you to have the skills you need to be successful in the marketing field as well as other resources you can check out!



## AMA Resource Of The Month

### How To Audit Your Social Media Marketing

This course will teach you how to review and optimize your social media profiles, assess your content strategy and analyze your growth tactics. You will also examine whether you generate enough conversions on your landing pages and discuss social media click-through journeys. Walk away from this course with a checklist of questions you can use to benchmark your engagement metrics against competitors.

Skill Level: Beginner/Intermediate

Sign up by visiting: [bit.ly/3XEiaM6](https://bit.ly/3XEiaM6) or scan the QR code



## Alumni Spotlight: Meet Lateesha Rahaman!

“ After working in cosmetics for 8 years, I hit a roadblock in my quest to start a corporate career. Despite applying to numerous positions and going through many interviews over the course of 2 years, I faced constant rejections. In March 2024, while still searching for an entry-level marketing role, I turned to WGU for my 28th birthday. I decided to return to school to pursue a bachelor's degree in Business Administration with a focus on Marketing. Shortly after enrolling, I applied for an internship at Johnson & Johnson MedTech and was thrilled to accept the position just one month later. Thanks to WGU, which allowed me to balance my studies with work and provided the opportunity for recognition, I was able to secure the internship and potentially a full-time role with the company. The program's flexibility and affordability have made it possible for me to focus on both school and work. My first term has been incredibly rewarding, and I couldn't have made this progress without WGU. Initially hesitant about applying, I now see how starting with WGU has inspired me and opened many doors. Thanks!



”

### We Want to Feature YOU in Our Alumni Spotlight!

Are you a WGU AMA chapter alum with exciting updates to share? We'd love to feature your journey in our Alumni Spotlight section of the "The Wise Marketer: Sage Insights"! This is a fantastic opportunity to showcase your professional growth and achievements to our community. Please send us an email with a short bio, a recent photo of yourself, and a brief description of your latest accomplishments. Whether you've landed a new job, received a promotion, launched a new project, or achieved any other milestone, let us celebrate your success together!

Email us at [AMA@wgu.edu](mailto:AMA@wgu.edu) to be featured in our next edition.



# Elevate Your Career “Building The Best Possible Personal Brand” With Bob Cargill



Our webinar was a transformative experience, highlighted by an in-depth exploration of personal branding facilitated by Bob Cargill, President of the AMA Boston Chapter.

## Insights From Bob

Bob Cargill delivered an enlightening presentation on personal branding, emphasizing the critical role it plays in a marketer’s career. Here are the key takeaways:

- **The Importance of Social Media:** Bob stressed the necessity of utilizing social media platforms to build and maintain a personal brand. He pointed out that these tools are essential for marketing professionals to stay relevant and visible in a competitive landscape.
- **Strategies for Personal Branding:** Attendees learned effective strategies for crafting a personal brand that resonates with their professional goals and audience expectations. This includes being consistent, authentic, and proactive in sharing content that reflects their expertise and values.
- **Engagement and Interaction:** The interactive session highlighted the importance of engaging with the community and industry peers to enhance personal and professional growth. Bob encouraged participants to actively share insights and participate in discussions to build a robust network.

Be Apart Of The  
Conversation By Joining  
Our Teams Channel!



How To Sign Up:

- 1.) Visit [www.office.com](http://www.office.com) and login with your WGU Account
- 2.) Click on the Teams Icon on the side-bar
- 3.) Once you are in the Teams window click on the Teams icon on the left
- 4.) Click the “Join or Create Team” button in the top right corner and then select “Join Team” from the drop down menu

## Q&A With Bob

1.) How do you come up with content that your audience will care about (especially if you are starting to grow your LinkedIn connections as a student)?

Answer: I would share anything about what you are learning during the course of your journey as a student and anything that you aspire to do in your professional life. I would not hesitate to educate others regarding your areas of knowledge and expertise. I would also lean in to trying to motivate and inspire your audience on social media, too. Do your best to make time to study some of the content I create as well as what other content creators share, then do something similar on your own. You are a thought leader. You are a strong personal brand. You are a rock star!

2.) Is there a difference in how younger gens perceive influencers and creators? (younger gen = 16-23yr olds)

Answer: I think the older generation might be less skeptical and more trusting of others in the same age bracket on social media. At the same time they also can be naysayers and critics in general with regard to social media. They may still believe only traditional spokespeople, not influencers and content creators. Younger generations are more likely to buy from people they know, including influencers (who they might feel they know due to how often they see them on social media). They are very savvy and informed consumers, though, and are always going to be healthy skeptics themselves, not unlike older generations.

3.) Are there any women leaders in Marketing that you would recommend researching?

Answer: Yes, absolutely, there are many women leaders in marketing that I would recommend you follow, connect with and learn from, beginning with (but in no particular order necessarily) Nancy Harhut, Ann Handley, Gini Dietrich, Karen McFarlane, Robin Tooms, Amy Lanzi, Misty Wilson, Kimberly Strong, Kate Bradley Chernis, Brooke Sellas, Mari Smith, Madalyn Sklar, Michele Martin, Christina Garnett, Sheryl Sandberg, Karen Kaplan, Geri Denterlein, Dusty Rhodes and more.

Remember, we are all rock stars! Or as Bob would put it, “Be confident, show courage, be brave! The more of that you have, the more successful you will be. You’re a Rock Star!”

### Couldn't Make It To The Webinar?

You can watch Bob's presentation by visiting: [bit.ly/3VZV9SP](https://bit.ly/3VZV9SP) or Scan the QR code below



## We Want To Hear From You!



Want to shape the future of The Wise Marketer: Sage Insights? We want to hear from you! We're eager to know what marketing topics ignite your curiosity. Is there a specific marketing strategy you'd love to learn more about? Or perhaps you have an entirely different idea for our newsletter? Scan the QR code below to share your thoughts. Your input is invaluable to us as we create content that truly resonates with future marketing professionals like you!

**Scan the QR code below to submit your ideas:**



<https://forms.office.com/r/sbYYbr0rZC>