

Communications, Marketing & Media Networking Night 2024

Panelist Bios



IDA FABER, A92

VP of Marketing, Burtons Grill, LLC

Ida serves as Vice President of Marketing for Burtons Grill LLC, a 25-unit restaurant group spanning eight states, where she's focused on brand strategy and evolution. For the previous thirteen years, she was Head of Marketing for Legal Sea Foods during a time of unprecedented growth. In this role, she oversaw award-winning advertising, public relations, digital strategy, special events/promotions, and communications. She also helped lead ideation of an e-commerce spin-off Roger's Fish Co., which ships high quality seafood nation-wide.

Formerly, Ida worked at PUMA as the Global Marketing Manager for the sports lifestyle brand, Tretorn, where she was responsible for all marketing functions and sell-thru initiatives in 20 countries. And she was a Brand Manager at Mario Russo, Inc. where she founded and managed a personal care product line that was sold into premium department stores like Saks Fifth Avenue and Henri Bendel as well as boutique hotels.

Ida earned a BA from Tufts University, and both an MBA and EdM from Boston University. She is a consultant for the Center for Women in Enterprise, helping female-led businesses maximize their potential. She co-founded and leads the Tufts Women's Network – Boston, a professional networking group for alumnae, and serves as a Chair for the Tufts Alumni Admissions Program. In addition, she was on the adjunct faculty at Suffolk University, teaching marketing classes to graduate and undergraduate students.



JEN FAUCOU, A90

Global Marketing and Program Director, The USCIB Foundation

Jen is a global marketing & program director with expertise in digital, communications and technology. Jen builds programs and businesses from the ground up — developing effective teams, establishing strategic vision, and generating revenue streams. Jen's reach includes 10 years in Asia Pacific and the Middle East. Jen led organizations through the digital revolution at agencies McCann, BBDO and iProspect for global brands Microsoft, Visa, MasterCard, General Motors, UPS and Nestle. Additionally, Jen led technology start-ups as Chief Marketing Officer and Chief Customer Success Officer.

Jen is Program Director at The USCIB Foundation, the supporting foundation of the U.S. Council for International Business (USCIB), developing research, education and convenings on the role of business in the global multilateral system. Jen is also Program Director for the Babson Institute for Social Innovation, developing the Babson Board Fellows Program. This experiential learning opportunity places Babson MBA students and alumni as nonvoting members on nonprofit Boards.

Jen recently joined DEMANDBRIGHT as Senior Advisor. DEMANDBRIGHT is a modern growth accelerator for marketers. The team has saved and generated billions of dollars for leading global enterprises by focusing relentlessly on sophisticated insights, breakout GTM strategies, marketing program engines, innovative technologies, and empowering teams with a growth mindset. Jen holds a B.A. from Tufts University, an MEd from Lesley University and an MBA from Babson College. Jen is a member of the Tufts Alumni Council, the governing body of the Tufts University Alumni Association. She is also Co-Chair of the Tufts MetroWest Alumni Chapter and Co-Chair of Development for the Tufts ATO Associated Board of Directors. She also served on the Board of American Marketing Association Boston as VP, Membership. Jen is a frequent public speaker and panel moderator on Innovation and New Technologies, including AMA Boston, Scout Film Festival, MIMA and MICA Marketing Minute.

Communications, Marketing & Media Networking Night 2024

Panelist Bios



MICHELLE LI, A22
Associate Producer
Northern Light Productions

Michelle graduated from Tufts in 2022 after majoring in International Relations and Environmental Studies and minoring in Film and Media Studies. Since graduating, she has worked at Northern Light Productions where she produces short-form documentaries and interactive museum exhibits. She is passionate about combining her interests and her academic background, using media to highlight important stories and to inspire, educate, or entertain audiences. Michelle aims to learn more about graphic design, photography, and art direction and to eventually work in the editorial world.



JULIO VÁZQUEZ, A01
Creative Director
CVS Health

After graduating from the Tufts Undergraduate program, Julio went on to Law School and later practiced immigration and criminal law for over 9 years. But fate then pulled him into the field of advertising where he transitioned his skills to become a creative copywriter. He has written and helped produce commercials for such brands as Subway, Toyota, Hannaford Supermarkets, Constant Contact and most recently a CVS Health spot that appeared in the first-ever Spanish-language broadcast of the Super Bowl.



VALERIE WENCIS, A04
Co-host and Producer + Strategic Comms Consultant
Fluent Knowledge

Valerie is a former communications and marketing executive who pivoted during the pandemic to pursue her first passion: journalism. A graduate of Boston University's Master of Journalism program, Valerie was recently recognized by the Public Media Journalists Association for her reporting. She has launched, co-hosted and produced two award-winning podcasts, and is a freelance broadcast journalist who has worked on behalf of ITV, WOMR, Google, MIT, The Belmont Voice and WickedLocal.com. Before pursuing journalism, Valerie led The Fletcher School's Office of Communications, Public Relations and Marketing. Previously, Valerie managed marketing communications programs at Massachusetts General Hospital and Harvard Medical School. Valerie is a former Fulbright scholar and graduate of Tufts University.

Communications, Marketing & Media Networking Night 2024

Media Storytelling Branding Journalism Public Relations Content Information

Alumni & Employers in Attendance

1623 STUDIOS

Emily Games, A21 *Senior Operations Coordinator*

Ways to connect: LinkedIn

Come talk with me about: Project management, video production, social media, nonprofits

Advice: Network, network network! And never stop learning.

BOOZ ALLEN HAMILTON

Blair Nodelman, A17 *Copywriter*

Email: blair.nodelman@gmail.com

Ways to connect: LinkedIn, Email

Come talk with me about: Copywriting, storytelling, and branding

Advice: Don't be afraid to reach out to your network for support.

BOSTON PUBLIC RADIO - GBH NEWS

Hannah Loss, A17 *Producer*

Email: hannahloss.win@gmail.com

Ways to connect: Email

Come talk with me about: Science journalism, journalism school, working for local public media, and navigating freelance work post-graduation

Advice: Keep an open mind about how to apply your skills and degree in the workforce (there may be jobs you've never heard of)

BOSTON PUBLIC RADIO - GBH NEWS 89.7 FM

Jamie Bologna, A08 *Executive Producer, Boston Public Radio*

Email: james_bologna@wgbh.org

Ways to connect: LinkedIn, Email

Come talk with me about: Making a career in media

Advice: Enjoy the time you have, make friends and connections — they'll be with you for life!

BOSTON UNIVERSITY COLLEGE OF COMMUNICATION

Laurie Nichols, A95 *Assistant Dean, Graduate Affairs*

Email: lfn@bu.edu

Ways to connect: Email

Come talk with me about: Graduate school in communication and media

Advice: Prioritize building a diverse network of peers, mentors, and professionals, like you're doing just by being here! Cultivating relationships can help to enhance your academic and professional journey by opening doors to opportunities and offering insights into various fields and career paths.

BURTON'S GRILL & BAR

Ida Faber, A92 *Vice President, Marketing*

Ways to connect: Find me on the Herd!

Come talk with me about: Choosing the best "first job" out of college, navigating a career in marketing, and marketing food/restaurants.

Advice: Get internship experience.

COMMONWEALTH OF MASSACHUSETTS

Andrea Grossman, A97 *Director of Public Affairs*

Ways to connect: LinkedIn

Come talk with me about: Managing communications for a state agency

Advice: Find a mentor early in your career

Communications, Marketing & Media Networking Night 2024

Media Storytelling Branding Journalism Public Relations Content Information

Alumni & Employers in Attendance

C SPACE

McKenna Wood, A20 *Consultant, Healthcare*

Email: mckennaewood@gmail.com

Ways to connect: LinkedIn, Email

Come talk with me about: Healthcare market research, psychology, strategy, digital marketing

Advice: Don't be afraid to reach out to connections to learn more about their jobs! It's a great way to learn and expand your network.

CVS HEALTH

Julio Vazquez, A01 *Creative Director*

Email: juliovazquez79@gmail.com

Ways to connect: Email

Come talk with me about: Careers in advertising, my love affair with Europe or why brownie sundaes are the best dessert.

Advice: Don't overstress about your first job/career. Try to choose a path that you think will bring you fulfillment. But if it turns out not to, that's ok. Successful career transitions are possible.

DOCUMENTARY EDUCATIONAL RESOURCES

Elias Vivas, A08 *Video Specialist*

Ways to connect: LinkedIn

Come talk with me about: Film distribution and documentary production

ECAST PRODUCTIONS

Jason Schuster, A95 *Senior Producer, Director of Internships*

Email: jason@ecastpro.com

Ways to connect: Email

Come talk with me about: Media production in Boston and beyond

Advice: Find a career you love and have fun!

FREELANCE

Jackie Noack, A13 *Audio Producer and Video Editor*

Email: jaqueline.l.noack@gmail.com

Ways to connect: LinkedIn, Email

Come talk with me about: Film studies, video editing, and podcasts!

Advice: Connections and networking will get you far!

FREELANCE

Valerie Wencis, A04 *Freelance Journalist*

Ways to connect: LinkedIn

Come talk with me about: Journalism, podcasting, corporate communications and marketing, career pivots/following your passion, tapping into your key strengths to find the best career for you

Advice: Pursue internships and connect with people who are doing what you want to be doing after you graduate — you are in a prime position to make these connections, so take advantage of it!

Communications, Marketing & Media Networking Night 2024

Media Storytelling Branding Journalism Public Relations Content Information

Alumni & Employers in Attendance

GLOBAL ALLIANCE FOR GENOMICS AND HEALTH

Stephanie Li, A16 *Creative Lead*

Ways to connect: LinkedIn

Come talk with me about: Creativity!

Advice: Keep an open mind! I don't have a background in science or software, but I create stories about these topics for my role at GA4GH. Think about the skills you have and the skills you want to have, and how they can apply across different contexts and fields.

GUPTA MEDIA

Jillian Rizzo, *People Operations Manager*

Email: jrizzo@guptamedia.com

Ways to connect: LinkedIn, Email

Come talk with me about: Job opportunities with in Gupta both full time and internships! The interview process & resume building tips & tricks!

Advice: Don't be shy and ask plenty of questions. Research the places you are interested in ahead of time!

GUPTA MEDIA

Amanda Giles, A19 *Associate Account Director*

Ways to connect: LinkedIn

Come talk with me about: The best ad you've seen online lately and why it stuck out to you.

Advice: Do your research, make connections, ask a lot of questions and see where it leads you!

GYK ANTLER

Adam Telian, A08 *Head of Media*

Ways to connect: LinkedIn

Come talk with me about: Your favorite Super Bowl ad, your least favorite TikTok trend or anything about advertising

Advice: You spend a 3rd of your day at work — make sure it's with people you like, doing something that brings you joy in one form or another.

NORTHERN LIGHT PRODUCTIONS

Michelle Li, A22 *Associate Producer*

Email: michelleli1461@gmail.com

Ways to connect: LinkedIn, Email, the Herd

Come talk with me about: Producing, educational media, entering the media industry with little experience

Advice: Don't be afraid to pivot or to explore different roles and industries. Having a multidisciplinary skillset is extremely valuable!

USCIB FOUNDATION / BABSON COLLEGE INSTITUTE FOR SOCIAL INNOVATION

Jennifer Faucon, A90 *Global Marketing & Program Director*

Ways to connect: Find me on the Herd!

Come talk with me about: The global marketing and advertising industry

Advice: Complete as many internships as you can in your chosen field.

WBUR

Amy Sokolow, A18 *Associate Producer*

Ways to connect: LinkedIn

Come talk with me about: Journalism graduate school, public radio, local news, working at newspapers

Advice: Be flexible in your job search in your early career — you may not be able to dial in exactly what you want at first, but you'll gain valuable skills at most jobs & work your way toward your eventual goals.