



# *Career Day- yay!*

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By: Peyton Clark

# *First things first... graduation!*

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I graduated in May of 2021 from the Walter Cronkite School at ASU, where I received my Bachelor's Degree in Journalism and Mass Communication with an emphasis in Public Relations!



# Next part... finding a job!

I truly did not know how difficult the next part would be... For several months, leading up to graduation, I thought I was lined up for a position with a company I interned with- turns out, I was misled. \*Note to self: Don't put all your eggs in one basket!

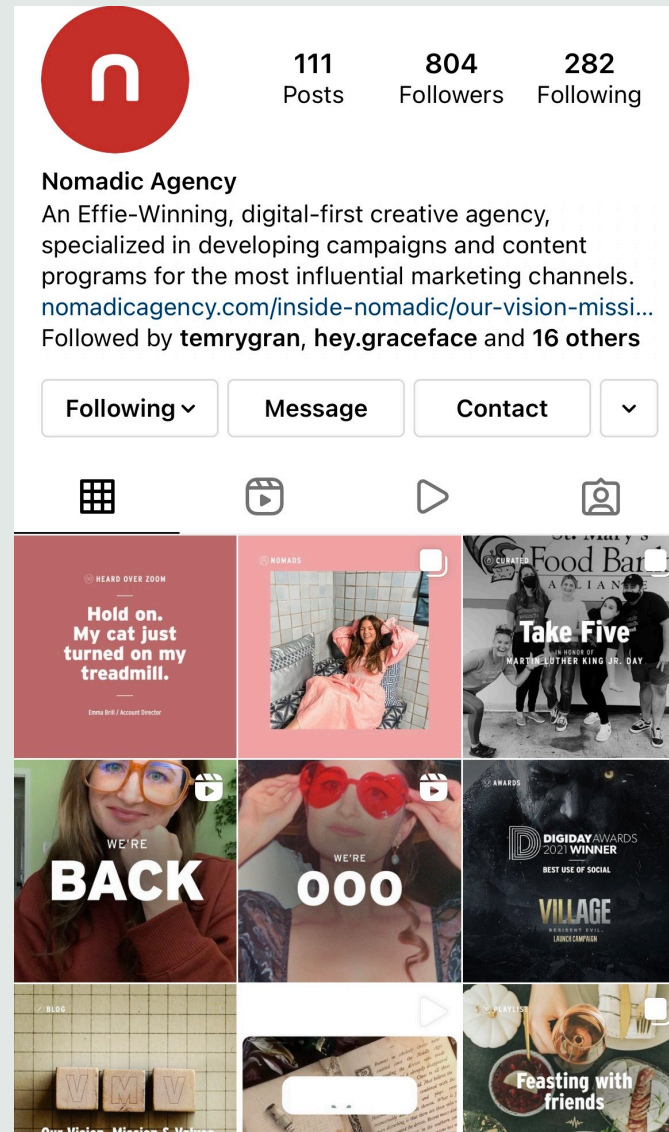
I was applying like crazy, sending in tons of resumes to many different companies- I was jobless for 7 months. It was very defeating, and I felt hopeless at times. So, I had to put my focus and energy into other things, such as: My family, friends, exercise and baking, while still pressing onward to landing a job!



# Answered prayers!

And then finally... it happened- I finally landed my first big-girl job! Not only though, did I finally get a job, but I got THE job... I truly hit the jackpot!

I work for Nomadic Agency, which is a digital marketing company here in Arizona!



The top of the website features a black header with the "nomadic" logo in red and a white hamburger menu icon. Below the header, the main heading reads "We are Nomadic. So are You." followed by a paragraph: "A nomad used to be someone who moved from one geographic place to another in search of new opportunity. Now it's pretty much anyone with an internet connection. Today, people can freely wander from one virtual place to another in pursuit of new products, services, and experiences. And it's our job to equip brands with the strategies, ideas, and assets they need to engage them along their journey. Something we've done for some of the world's most esteemed brands." Below this text are several award logos: "AN ADAGE SMALL AGENCY OF THE YEAR", "NORTH AMERICAN EFFIE WINNER", "DIGIDAY CONTENT MARKETING WINNER", "ESTO MARKETING WINNER", and "PROMAX GAME AWARD WINNER". The bottom right corner of the page has a green decorative graphic with circles and shapes.

# Who we are and what us Nomads do...

Not only have we worked with some amazing clients and well-known brands, but the best thing about this job? The wonderful, supportive and amazing, talented people that I get to interact with, learn from and work along side with everyday!

## Digital-First Capabilities

We combine the strategic rigor of a creative shop with the practical disciplines of a digital agency, giving us the ability to meet the growing demands of an increasingly complex marketing environment. We value outcomes over outputs, measurement over mythology, and client success over industry fame.

Which makes us a perfect fit for the modern marketer set on making a measurable impact.

### SERVICES

- Strategy
- Creative
- Production
- Engagement
- Evaluation

### CHANNELS

- Social
- Streaming
- Search
- Display
- Site
- Blog
- Print

### FOCUS

- Gaming
- Entertainment
- Subscription
- Food
- Travel
- Leisure

ARIZONA  
OFFICE OF TOURISM

VisitOrlando

ILLINOIS.  
ARE YOU UP FOR  
AMAZING?  
All in  
JUST DANCE

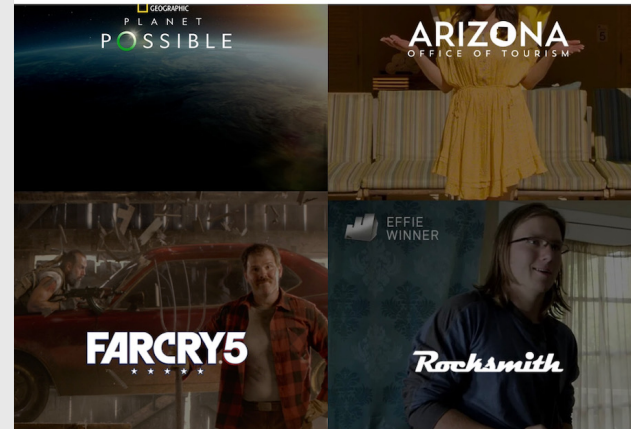
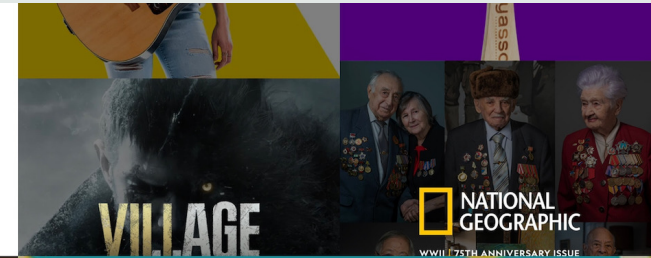
R  
REMINGTON

SIR  
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Silk

SO  
DELICIOUS  
DAIRY FREE

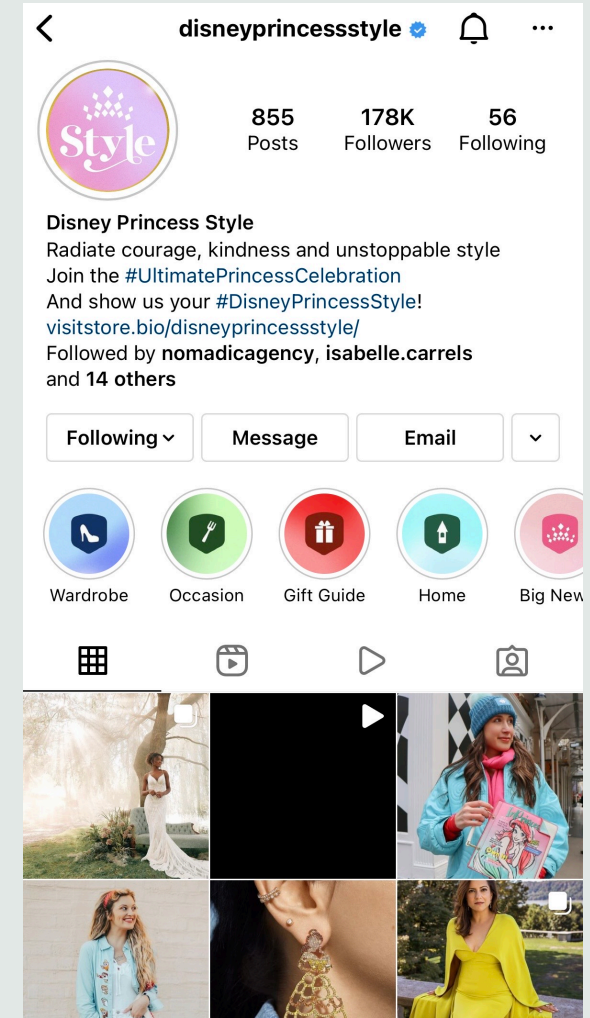
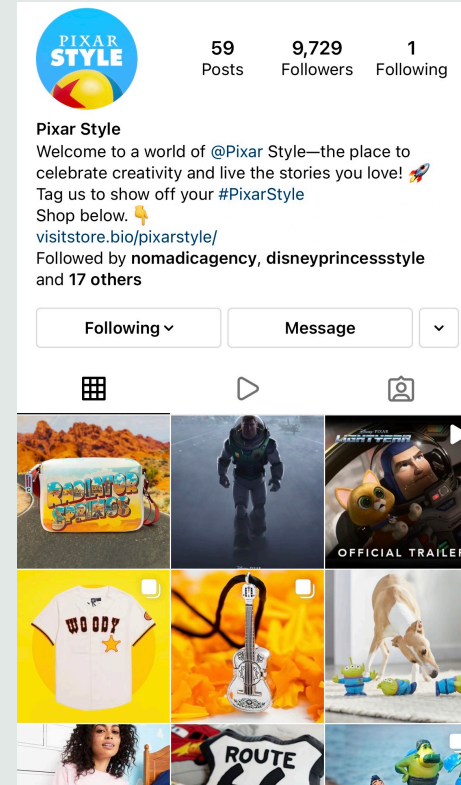
Each of the following case studies demonstrates our approach, our expertise, our taste, and our ability to affect outcome. Take a look. Watch the videos. And let us know if you'd like to know more.



# What I do specifically...

SOCIAL COORDINATOR
Product Priorities Reporting (Monthly, Bi-Weekly) Escalation
Status* Instagram Stories* Reporting Editorial Calendar UGC Content scheduling Community management Influencer research/ database Content edits* OOO Support

I am the social media coordinator for Nomadic- more specifically for our clients Disney and Pixar, where I run the Instagram social media accounts for them!



# *My learnings, gratefulness + blessings!*

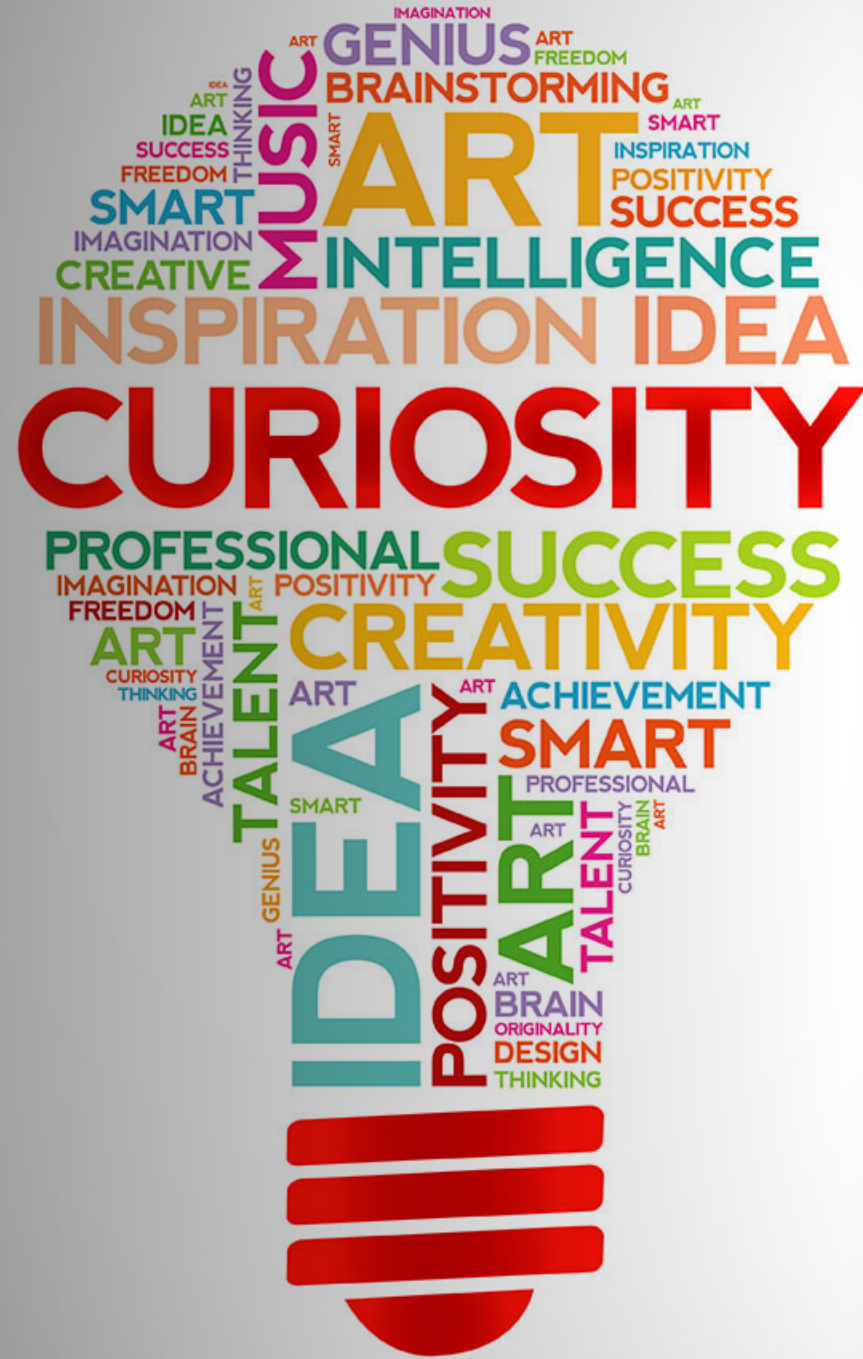
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*"Sometimes what didn't work out for you, really worked out for you." - some wise person probably on Twitter and then this went viral*

- When you stop searching for what you think you want, you ultimately find what you need
- It sounds cliché but DO NOT GIVE UP... if you keep pressing on, putting in the work, it will all eventually come together for you when the time is right and most importantly, when you're ready
- Work environment is so important- you become who you surround yourself with! I am fortunate enough that I work with truly the most wholesome, kind, supportive and admirable people
- All good things take time... nothing worth having in life comes easily, and you can't just wait for it to come knocking at your door! You need to put yourself out there, expect rejection, hope for failure because that's where you'll learn the most

Questions?

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# Activity time: Disney trivia!

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1. Which one of these ***ISN'T*** one of the seven dwarfs?

- A. Bashful
- B. Jumpy

2. What's the name of Belle's father in "Beauty and the Beast"?

- A. Maurice
- B. Timothy

3. What are the names of Ursula's eels?

- A. Flotsam + Jetsam
- B. Rick + Morty

4. How long was the Genie stuck in the lamp before Aladdin released him?

- A. 400 years
- B. 10,000 years

5. Which one of these princesses is NOT part of Disney's official princess lineup?

- A. Merida
- B. Elsa

6. Which princess is based on a real person?

- A. Cinderella
- B. Pocahontas

# Activity time: Pixar trivia!

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1. What was the first Disney-Pixar movie?

- A. Toy Story
- B. Bug's Life

2. Which Pixar film features a rat that wants to become a chef?

- A. Ratatouille
- B. Cars

3. Which Pixar movie has the character named Mike Wazowski?

- A. The Incredibles
- B. Monster's Inc.

4. What is Pixar?

- A. Movies
- B. An animation studio

5. Where is Andy's name written on Woody?

- A. On his hand
- B. Under his boot

6. What is the address that Marlin and Dory find on the scuba diver's goggles?

- A. P. Sherman, 42 Wallaby Way, Sydney.
- B. 24937 S Sossaman Rd, Queen Creek, AZ