THURSDAY CAREERS CHATS

Date of Session: 4/12/12 **Title of Session:** Careers in Magazine Publishing

Alumni Presenter: Lindsey Officer **Class Year:** 2009

Title: Special Projects Manager **Employer:** Harpers Bazaar

Notes from Session:

Background
• Graduated from Dickinson in 2009 – English major, French minor
• Transferred to Dickinson sophomore year and wanted to take full advantage of all opportunities at Dickinson: tour guide, RA, admissions interviewer, study abroad at UEA, career center programs (like the Communications Trip, which she credits for helping her get her job)
• On the Career Center's Communications Trip she met and networked with editor in chief of Cosmopolitan Magazine, Kate White. She applied for an internship in the marketing department and got it. The internship was a phenomenal experience (Lindsey is very visual as well as literary, marketing was a good fusion of her interests)
• Graduated without a job – wanted to travel over the summer
• Moved to NYC in August of 2009 and began her job search. She had made lots of connections from her internship at Cosmo, which she used to her advantage for her job search. She got a marketing assistant position at Harper's Bazaar

Current Work
• Was promoted from marketing assistant to marketing coordinator to associate creative services manager, and now works as the special projects manager
• She's very passionate about her job, which keeps a pulse on fashion and beauty
• Works on accounts ranging from COVERGIRL to Chanel
• She's the lead copywriter for in-book promotions, sweepstakes, advertorials, branding initiatives, etc. (an advertorial is a package offered to advertisers from the publishing department that offers a publishing-based advertisement with an editorial feel)
• Collaborates closely with the design department to ensure that design and language are aligned, but she focuses mostly on copy

Important Skills
• Communication, the ability to hold a thoughtful conversation, is very important
• Writing (while at Dickinson she pursued a Magazine Writing independent study course to develop her skillset)

Publishing vs. Editing
• Editorial crafts the content of magazines (articles, photo shoots, etc.)
• Publishing sells advertising pages
    -Sales and marketing comprise the publishing department
• She enjoys working on the publishing side of things because it allows her to write, but has a lot of room to be creative