



We aim to provide the best content to serve our IABC/BC Student members. If there's a particular topic you'd like to see covered, let us know at students@iabc.bc.ca or Tweet us at [@IABCBCStudent!](https://twitter.com/IABCBCStudent)

April 2013 Extended Newsletter Content:

Inside the Mind of a Hiring Manager: Dennis Pang

The Mentee Experience: Kealy Doyle

Make Your Internship Count

Inside the Mind of a Hiring Manager: Dennis Pang

We continue our series on featuring hiring managers from different fields of Communications. If there is an area you are particularly curious about, please email us at students@iabc.bc.ca.



Dennis Pang is the CEO of Motive8 Media and Popcorn, digital marketing agencies that provides services to small and medium sized businesses, and the hospitality industry. His passion in internet marketing brings him over ten years of experience, where he specializes in search engine optimization, web development, and social media marketing. He holds an Advanced Internet Development diploma from Bodwell Internet School, and a Marketing degree from Capilano University. As an entrepreneur, he shares with us different insights and perspectives when he is looking to hire an entry-level digital marketing role.

Interview conducted by Jennifer Lo

What makes your area of marketing different than the other streams of communications?

Web marketing is a constantly evolving industry. It has great diversity in strategic, creative, and technical skills. It provides businesses different ways of looking to engage with customers digitally. So, it is important to keep up-to-date of what trends are changing in the industry, and adapt.

What do you look for when you hire interns or junior positions (traits, experience and skills)?

Most importantly, they must have passion for digital marketing or anything they want to do. It is an asset if they are tech-savvy and knowledgeable in web and internet marketing, but someone who desires to learn new things is welcomed as well. Keeping their knowledge fresh and updated is important in the web marketing industry, because it is constantly evolving. Other characteristics may be analytical and detail-oriented.

What is the one thing that students absolutely must have if they want a job in new media marketing (other than having a great job application and polished interview skills)?

Students should include what they have done outside of school, which diversifies their experience and knowledge. Build a great portfolio that illustrates how they have achieved through their challenges. They should not be afraid to jump in and get their hands dirty, and just learn by doing the tasks and projects. A job application is important, but make sure to keep it creative. For example, candidates in the past have submitted resumes as infographics, applications as a Tumblr site and Pinterest boards. It is important to demonstrate their strengths through the application process.

What kind of roles or experience should students look for when breaking into interactive/new media marketing?

Students should look for opportunities that allow them to learn as much as possible. For example: a job as a blogger, the obvious skill is writing, but the not so obvious ones are photography, HTML, and etc. So, they should develop themselves to be a well-rounded professional. Think of it like a Swiss Army knife, they are adaptable and versatile, and that is what students want to be when breaking into the industry. Media companies are getting smaller and not bigger, so efficiency is the key.

What pieces should they showcase in their portfolio?

They should include a good flow of the events and projects that took place, the research, photographs, and the process of the projects. It is important to showcase the finished product, but it is also crucial to define the goals and objectives, Key Performance Indicators (KPIs). Often, they need to show how they got to the final stages of the project. Here, metrics are important. So consider these questions, "what are you measuring? How did you measure? If achieved, how did you get there? If not, what happened and why?" The portfolio should be things that can create value for the company.

Looking back at the interns you have worked with, what distinguished the best interns from the good interns?

Good interns are those who do as they are told. But those that are the best, do what good interns do and think two steps ahead. They want to further develop themselves, grow, and are willing to learn other things too.

What are the biggest challenges that a marketing/ design professional will encounter?

The industry is constantly evolving, so the biggest challenges are staying up-to-date and adapting to changes quickly. It is important to stay ahead in the web marketing and design industry. Good companies are those who prepare for the next trends in the future.

Do you have any other advice?

Those who are students, fresh graduates, or looking to break into the web marketing industry should never stop learning. "You stop learning, you stop living". A simple task like reading blogs

can be a part of learning. But most importantly, have passion for what you do, because when you have passion, it shows in your work.

The Mentee Perspective

Did you know that Student Members of IABC/BC are eligible to participate in the Junior Mentorship Program? This unique program pairs junior communicators with industry professionals for a year to work on career goals, communications issues and more! The Program offers students a chance to make valuable connections, foster friendships and gain valuable insight in the world of Communications.

This month we feature Kealy Doyle.

How did you learn about the Jr Mentorship Program?

An old classmate in the Print Futures program had done it the previous year and highly recommended it. Word of mouth at work!

Why did you apply to the Mentorship Program?

I'd heard so many good things about it that I decided this would be the year. IABC has so many opportunities for professional development and networking that it just makes sense to take advantage of them, especially if you're a junior communicator starting out.

What do you aim to get out of the Program?

Learning from communicators who've already been through these early career stages and can offer wisdom and experience. Forging meaningful connections that I hope will last long after the formal program ends.

How are you finding the Program experience so far?

Fantastic. As they say, there's no substitute for face to face time with a colleague or contact. It's very generous of the senior mentors to give their time and energy and take an active interest in someone else's career. Even if your particular mentor is in a different sector or industry, there's so much that's universal for any career. I really can't recommend it enough.\

Make Your Internship Count

Congrats! You scored an awesome internship at a well-known company! Or did you snag a gig at a small start-up? Either way, an internship experience in any size or type of company can be extremely valuable for developing experience, networks and portfolio. Here are some tips to help you make the most out of your internship.

“Is there any way I can help?”

You never know what can come out of volunteering for tasks that may seem unrelated to your role. As well as developing new skills, you can establish connections in different areas as well as learning more about different aspects of a business.

“Do you want to have lunch on Wednesday?”

Be seen and heard! Especially if you want to explore securing a permanent role or an extension, get your name and face seen. Make positive and meaningful relationships with your coworkers, not just the decision makers – you never know who gets input on hiring decisions. Get yourself involved in office social activities too and get a quick education on office interpersonal skills and how to act professionally.

“Did you have any feedback on my work?”

Ask for feedback – don’t be afraid to reach out. Even if you fall flat on your face, you’ll be able to learn from your mistakes and remember what NOT to do when it really counts. Showing an openness to constructive criticism also shows your internship hosts that you care about developing your skills as well as the impact it has on their company.

“I’d love to learn more about your background, do you have 15 minutes for a coffee chat?”

Mentors and friends can show up in the most unexpected places. It could be your direct Manager or it could be a Lead in a different department. How did they get to their role? Is there any advice they could give you? What kind of experience would they recommend you develop? Take an internship opportunity to learn and network from working professionals – they may help you set your career path.

“Can I share my experience with IABC/BC Student Services?”

An internships is a great way to develop your portfolio – this could be through your writing (ask permission first) or case studies of projects you worked on. Being able to reflect in a way that exemplifies the STAR model will help you in future interviews, resume writing and performance reviews. And why not share your great experience in student blogs, the company intranet or even this newsletter? We’d love to hear your tips for making an internship great!

*IABC/BC Student Services Online Communications Coordinator – Billie-Ann Woo
Contributions from Jennifer Lo and Kealy Doyle.*