

## **Careers and the Com Arts Major**

### *Communication Science and Rhetorical Studies*

After completing a liberal arts education with a communication arts major, Com Arts alumni pursue a variety of careers. Below is a sampling of their occupations gathered from an alumni survey. Alumni selected the category that best described their occupation. Although the occupations have been divided by the concentration of study, students are encouraged to look at both lists. Many of the occupations can be pursued by students completing either concentration within the major. Some of the positions require additional education.

Letters and Science Career Services has a variety of resources on their website to help you explore career options ([http://careers.ls.wisc.edu/students/career\\_options.html](http://careers.ls.wisc.edu/students/career_options.html)) and to assist you with your job search (<http://careers.ls.wisc.edu/students/>).

### **Advertising/Marketing/Public Relations**

Account Coordinator, Milwaukee Journal Sentinel  
Account Director, Advertising  
Account Executive, adMarketplace  
Account Manager, Centro Media  
Account Supervisor, LCWA, public relations agency (Chicago)  
Account Supervisor, public relations agency  
Assistant Marketing Manager, Snapper Brand at Briggs & Stratton Corporation  
Associate Communications Planner Director, Mediacom (Chicago)  
Client Strategist, ROI DNA (San Francisco)  
Communication Specialist, Kellogg Company  
Consultant - President  
Copywriter, Energy BBDO  
Director of Communications, ACD Distribution, a hobby game distribution company  
Director of Marketing and Business Development, Clear Channel  
Director of Online, Gift Card Impressions  
Director of Strategic Marketing, LAI International, Inc. (Tempe, AZ)  
External Relations Special Events Manager, University of MN  
Founder, small fry society  
Fund Development Manager, Northwest Side Community Development Corporation  
Global Account Director, The Marketing Arm (Dallas, TX)  
Global PR and Social Media Manager, Zebra Technologies  
Junior Writer, Robert W. Baird & Co.  
Marketing Communications Manager, Datacard Group  
Marketing Communications Specialist, Flad Architects  
Marketing Communications, Intel Corporation  
Marketing Manager, Greater Madison Convention & Visitors Bureau  
Owner of Marketing Options, a marketing consulting and communications firm  
Personal Assistant, Wade Weissmann Architecture Inc.  
President, advertising agency  
Regional Sales Manager- Entertainment, sales for a media/technology company  
Retail Marketing Specialist, Mall of America  
Senior Account Executive, Edelman Public Relations

**Advertising/Marketing/Public Relations continued**

Senior Account Executive, Internet/Data Sales (New York City and Chicago)  
Senior Associate, Communications, Children's Dental Campaign, Pew Charitable Trusts (Washington, DC)  
Senior Copywriter, Lands' End  
Senior Digital Associate, Weber Shandwick (Chicago)  
Senior Manager, Marketing Planning & Communications  
Senior Marketing Assistant, Life + Gear Inc., consumer goods company  
Specialist, Strategic Marketing Initiatives, American Bar Association  
Vice President of Marketing, Thrive, Madison Region Economic Development Partnership

**Attorney/Legal Field**

Associate (attorney), Proskauer Rose LLP (New York City)  
Associate General Counsel, American Family Mutual Insurance Company  
Attorney, Municipal Lawyer, private practice in small firm  
Attorney, Offit Kurman (PA)  
Attorney, Santerre & VandeKrol (Scottsdale, AZ)  
Director of Operations, law firm  
Law Clerk, Public Defender's Office  
Paralegal, law office  
Partner, Michael Best & Friedrich, attorney specializing in corporate immigration  
Partner, Sidley Austin LLP (Geneva, Switzerland)  
Project Assistant, Sidley Austin LLP

**Business/Finance**

Claims Representative, United Health Group  
Director of Strategic Pricing, Direct Supply (Milwaukee)  
Executive Vice President & Chief Sales Officer  
Executive Assistant, Nokota Management  
Financial Consultant  
Financial Representative, Northwestern Mutual  
Fixed Income Trading, Financial Advisory Firm  
Founder and President, Morris & Associates, strategic consulting firm  
IT Help Desk Supervisor, Great Lakes Higher Education  
Logistics Director, American Family Insurance  
Owner, financial consulting business  
President CEO, Financial Service Centers Cooperative, a payments network  
Principal, management consulting firm  
Principal, Stewart Adair Shumate LLC  
Principal, Weiss Financial Services, financial planning and asset management firm  
Purchasing & Sales Administrator  
Relationship Manager, Wind River Financial  
Senior Vice President, CUNA  
Strategic Marketing Leader, Brink's, Incorporated  
Vice President of Payments Innovation, U.S. Bank  
Vice President/General Manager, major turf fertilizer manufacturer

## **Computer/Information Technology**

Business Systems Analyst, Telephone and Data Systems, Inc.  
Director, Enterprise Solutions, Zia Consulting  
Freelance Web Application Developer  
International Principal Client Partner, Blackbaud Pacific and Blackbaud Europe  
Manager (Project Management, Account Management and Engagement Management), CGI, a consulting company  
Senior Project Manager, Allscripts

## **Education**

After School Program Coordinator  
AmeriCorps Tutor Coordinator, AmeriCorps Schools of Hope Project  
Assistant Director  
Assistant Director, University of Wisconsin-Milwaukee  
Assistant Professor, Dept. of Media and Communication, Erasmus University Rotterdam, the Netherlands  
Associate Professor of Journalism  
Associate Professor, University of Arizona  
Broadcast Journalism Teacher in the El Paso (TX) Independent School District  
Career Advisor  
College Student Personnel  
Conference Coordinator  
Coordinator of Student Organizations, Northwestern University  
Corporate Training Specialist, Eaton Corporation  
Director of Campus Engagement, Gallup  
Director of Major Gifts and Planned Giving, Cardinal Stritch University  
Director of Staff Development, Uncommon Schools Inc.  
Education and Evaluations Coordinator, Sustainability in Prisons Project  
Educational Technology Consultant working with a variety of different private schools  
English and Speech Educator  
ESL Teacher, Chicago public schools  
Faculty, Department of English, Carnegie Mellon  
Higher Education Administration  
Instructor, Waukesha County Technical College  
K-12 School Counselor  
Library/Media Specialist, Park City School District  
Media Specialist, Appleton Area School District  
Office Supervisor, Department of Economics, University of Minnesota-Twin Cities  
Outreach Specialist, Information Technology Academy  
Owner of Workforce Engagement and Leadership Consulting, Patterson Performance Solutions, LLC  
Owner/President, Viking Travel (Chapel Hill, NC)  
Professor at John Jay College of Criminal Justice (New York City)  
Professor of Communication Studies, Concordia University (St. Paul)  
Program Manager, Perspectives Charter School  
School Counselor  
Senior Assoc Dean for Undergraduate Education, College of Arts and Sciences, Univ. of NC-Chapel Hill  
Senior Program Manager, National Rural Electric Cooperative Association  
Special Education Teacher, NYC Department of Education  
Student Services Coordinator, UW-Madison SMPH Department of Surgery

**Education continued**

Teacher, Boston Public Schools  
Teacher, Kings Collegiate Charter School (through Teach for America)  
Teacher, Minnesota  
University-Business Liaison, UW-Madison

**Entertainment Industry**

Marketing Coordinator, Turner Broadcasting  
Story Producer, Cooking Channel

**Government**

Budget and Policy Analyst, Wisconsin Department of Children and Families  
Captain, United States Navy  
Chief of Media Relations  
City of Madison Police Department  
Communications Coordinator, City of Hastings  
Contracting Officer Technical Representative (COTR), DC Office of the Chief Financial Officer  
Deputy Director, Near East Operations in Bureau of Conflict & Stabilization Operations, U.S. Department of State  
Director and General Counsel, Wisconsin Government Accountability Board  
Government Affairs Specialist  
Legislative Assistant, U.S. House of Representatives  
Public Affairs Manager, U.S. Geological Survey  
Senior Program Administrator, State of Minnesota  
Trainer, U.S. Postal Service

**Health Care**

Claims Processing, United Health Group  
Diagnostic Medical Sonographer, Aurora Baycare Medical Center  
Healthcare Associate  
Membership Coordinator, Preventive Cardiovascular Nursing Association  
Operations Manager/Business Process Consultant  
Physician Assistant, Quad Medical

**Human Resources**

Account Manager, The Benefit Services Group  
Career Coach  
Employee Relations  
HR Global Talent, HP  
Human Resources Director  
Human Resources, Target Corporation  
Recruiter, Symantec  
Technical Recruiter, Randstad Technologies  
Training Project Manager, TDS Telecom  
Vice President, Board of Directors, author, video documentary producer

## **Publishing**

Director, HarperCollins

Submission Services Manager, The Alliance of Crop, Soil, and Environmental Science Societies (ACSESS)

## **Sales**

Account Executive for local TV sales

Cashier, Banana Republic

Client Services Manager for a Culinary Events Company

Corporate Accounts Manager, MN State Lottery

Director of Catering at Mr. B's, A Bartolotta Steakhouse

Major Account Manager with UPS (United Parcel Service)

Marketing and Sales GE Healthcare Computed Tomography

Medical Device Sales Representative, BG Medical

National Sales, WISC-TV

Practice Manager, Axiom Law

President, Slingshot Plastics Corporation, self-employed

Real Estate Salesperson

Realtor, Long and Foster

Recruiter, Insight Global, LLC

Sales Development Analyst, Evonik Industries

Sales Director, MapMyFitness

Sales Manager, KANDU Industries

Sales Representative, Wild Wings LLC

Sales, Dell Compellent (Eden Prairie, MN)

Senior Account Executive, Charter Media

Senior Account Executive, Focus Technology Solutions

Senior Vice President, Business Development, Lee Hecht Harrison

Vice President Sales, Cree Inc.

## **Other**

Actor, Stage One, Teaching Artist, Theatre Consultant (Louisville, KY)

Affiliate Manager, The Society of Thoracic Surgeons

Associate Director of Admissions, Emeritus, UW-Madison

Associate Director, Care Net Pregnancy Center of Milwaukee

Associate Merchandise Manager, Macys.com

Business Manager National Accounts

Career Counselor/Owner, Mosaic Careers, Artist

Conference Manager, Wisconsin Union, UW-Madison

Consultant, internal communication

Development Specialist

Director of Communications, Blackhawk Church

Director of Compliance and Legal Externs, University of Tennessee Athletic Department

Executive Administrator, Lakewood BlueClaws Professional Baseball Team (affiliate, Philadelphia Phillies)

Facilitation, consulting business

Financial Services Sales Coordinator

Librarian, public library

**Other continued**

Membership and Grants Manager, Clean Wisconsin, environmental advocacy nonprofit

Membership Development Manager, American Society of Anesthesiologists

Network Software Trainer

Owner, Door County Ice Cream Factory

Owner of 3 design based businesses

Owner of an event design, entertainment and production company

Owner of Microweld, TIG welding facility

Owner, small business, automotive sales and repair (Neenah, WI)

President and CEO, New England Research & Management, Inc.

President, Downtown Madison, Inc.

President, Genesis Research & Consulting, a product development, marketing consultancy

President, Global Payments Advisors, Inc.

President, Youngstown Glove Co. (Los Angeles)

Professional Musician

Program Assistant, University of Wisconsin Athletic Department

Program Coordinator, HandsOn Twin Cities

Project Manager

Project Manager, Ungerman Construction Company

Proprietor, Moored to the Moon Communications

Real Estate Agent

Retail Merchandising

Senior Customer Success Manager, Salesforce.com

Senior Manager, Customer Insight, Intertek

Strategist, Revolution Messaging

Vice President, St. Charles Youth & Family Services, Inc.

Vice President, Strategic Partnerships, Madison Community Foundation

Wedding Photographer