



The Wise Marketer: Sage Insights

Leaves are falling, and our recap is calling. Catch the best bits from this season's workshops, panels, and projects—then get ready for some exciting upcoming chapter events!

In This Newsletter You Can Expect:

AMA Chapter Updates &
Highlights

Event Recaps

AMA Resources &
Recommendations

Next Up



Enjoy the little things

01/09



AMA WGU Celebrates New Mentorship Cohort!

The AMA Collegiate Mentorship Program connects marketing students with experienced professionals for a full academic year of learning, growth, and real-world insight. Participants receive one-on-one guidance, monthly check-ins, and valuable resources designed to help them build confidence and advance their marketing careers.

A Huge Congratulations to Our Accepted Participants:

Destiny Ayala
Sharese Price
Sierra Smith
Montana Coleman
Yamilex Delgado
Cierra Valentine-Gary
Andrew Christensen
Tiffany Pilgrim
Victoria Harper



We celebrate these students as they step into this incredible opportunity to shape their marketing futures!

AMA Digital Marketing Competition



**Gerber Life
Insurance**

Exciting news!

Our AMA WGU team, Shelby Norris, Sierra Smith, Andre Yeampierre, Victoria Palacios, and Jesserea Morgan, is competing in the AMA Virtual Digital Marketing Competition, developing a real-world campaign for Gerber Life Insurance. We're putting our creativity, strategy, and teamwork to the test as we represent the largest AMA collegiate chapter in the U.S.

Wish us luck!

02/09

Highlights



The 2nd Annual WGU Internship Week featured WGU's Internship Manager, Addison Welsh, and alums about their rewarding micro-internship experience.



Addison Welsh

Internship & Experiential Learning Manager @ WGU



Destiny Ayala

HubSpot x WGU Micro-Internship Alum | Graduate Marketing Student

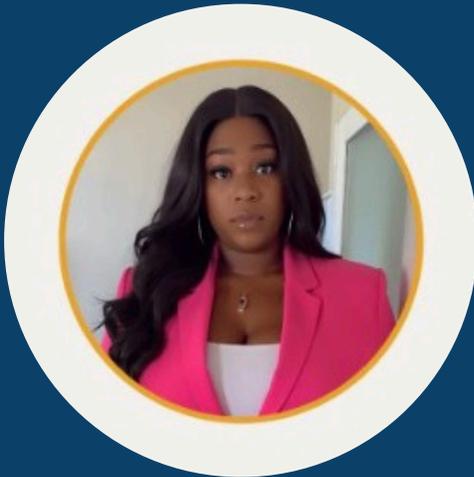


Cierra Valentine-Gary

HubSpot x WGU Micro-Internship Alum | Graduate Marketing Student



Victoria Harper



VP of Programming & Events

Proud AMA Mentee

Being selected for the AMA Mentorship Program has been an incredible experience! From my first meeting with my mentor, Meloney, I've felt inspired to take my marketing career to the next level. Together, we're building a clear path toward a paid internship in branding, community or event management, or digital marketing. This journey is already helping me grow, lead, and think bigger, and I'm excited to see what's next! If you're also part of the mentorship program, let's connect and share insights together!

#AMAWGU

03/09

www.wgu.edu/ama



Alumni Spotlight

Jonathan Bland

Having worked all my life through both blue- and white-collar jobs, often earning my way to a leadership position, it was my artistic endeavors (published books, music, and more) and the surrounding activities used to market and bolster them that brought me to the realization of what I needed to do to move forward with my professional and personal goals.

Personal reasons, family obligations, timing, funding, and more - all these obstacles hindered my attempts to acquire my degree in the past. It took more than just hard work to accomplish this, though, and doing this through WGU and the AMA made me realize what I was strongly missing in the past: a strong network of stable support.

The mentorship I have received has radically changed my views regarding art, professionalism, and education. Yes, it was my efforts that brought me this far, but it's honestly being active with others that has brought me to this point, allowing me to avail myself of the resources available both within my university and professional organization.

Final parting words of advice? "Consistency, communication, and constant, relentless focus. If you don't have these things, then learn of them, understand them, and internalize them completely." I have put many of my projects on the back burner while I focused on acquiring my degree, but here I stand with a degree in hand, already prepared to tackle the MBA program come November. I hope to see you there, too.

#GetTheJobDone

04/09

www.wgu.edu/ama



INDUSTRY NIGHT: MEET THE PROS

In collaboration with the WGU Career and Development Center, we connected attendees with marketing experts for invaluable professional networking.

Event Recaps

Executive Influence: The Voice Behind the Brand

WGU leaders shared how authentic storytelling, strong communication, and strategic branding shape executive voices. Attendees gained practical insight into aligning personal values with organizational missions and crafting messages that truly connect.

Scan to watch



Chantel Bennett
Chapter President

Launched a marketing mingle series called Lunch & Learn, highlighting what leadership means within the AMA WGU community and how to grow as a marketer, communicator, and professional, no matter your career stage.

05/09



Let's work
together!!



Scan for more info

AMA Resources

Volunteer with AMA

The AMA Volunteer program offers students real-world experience leading campus chapters, managing events, and securing sponsorships to build skills and launch marketing careers.

Kickstart Your Career with AMA's Job Board



Explore the AMA's exclusive *job* and *internship* board, a treasure trove of marketing opportunities specifically designed for students. Whether you're looking to land your first gig or level up your experience, this resource is your go-to for finding roles that truly fit your *career goals*.

06/09



Data Visualization & Storytelling

Level up your marketing game with AMA's Data Visualization & Storytelling on-demand course! In just one hour, you'll learn how to turn data into powerful stories that persuade and inspire. It's free for AMA members and perfect for anyone who wants to make numbers actually mean something.



Scan for more info

AMA Recommendations

Off-Page SEO Fundamentals

Boost your SEO skills with the American Marketing Association's Off-Page SEO Fundamentals course. In just 1.75 hours across 20 modules, you'll learn backlinks, digital PR, social SEO, and brand reputation strategies. It's great for beginner to intermediate marketers and counts for 2 CEUs for PCM certified pros.



Scan for more info



07/09



MARKETING BOOK RECOMMENDATION

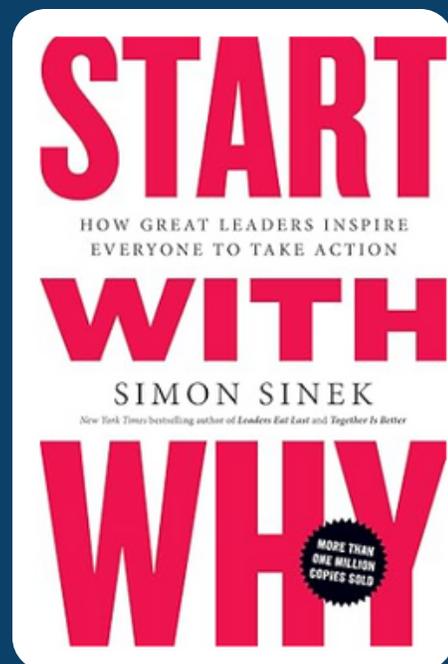
Recommended by:

Amanda Mason

Faculty Advisor for Communications

"I like this book because it focuses on purpose-driven leadership and intentional coaching. He emphasizes the clarity of purpose before action, which encourages you to reflect and adopt a value-based mindset. The best part is that, overall, it provides practical insight into how authentic "why" communication inspires motivation and trust from those you are leading."

Start with **Why** by Simon Sinek



*How great leaders inspire
everyone to take action*

08/09



EXECUTIVE INFLUENCE WORKSHOP

Nov 12

This hands-on workshop turns influence theory into action. Practice Executive Presence, Persuasive Communications, and build professional leadership impact today.



Scan to register

Upcoming Events

JINGLE MINGLE

Dec 10

Unwind and celebrate the season at our virtual Jingle Mingle! Connect with fellow marketers, play fun games, win prizes, and toast to another year of creativity and success, all from the comfort of home.



Scan to register



LinkedIn Workshop

Kick off the new year strong with our LinkedIn Workshop featuring Renee Turunen. Join us **January 22nd** and learn how to craft a standout resume and portfolio that get noticed, and build a career toolkit that sets you apart.



Scan to register

09/09