



In This Newsletter You Can Expect:

AMA Chapter Updates &
Highlights

Event Recaps

AMA Resources &
Recommendations

Next Up

The Wise Marketer: Sage Insights

Frost is sparkling, and our recap is calling. Cozy up to the standout moments from this winter's events and get excited for what's ahead.



Stay Curious, Be Inspired

01/08



New Leader President-Elect

Hi, I'm Kenna! I'm the President-Elect of the WGU AMA Chapter and a Business Administration student at WGU with a love for all things marketing and creative. I'm passionate about volunteering and building connections in my communities, whether they are virtual or in person!

Fun fact: I'm also a photographer and rarely go anywhere without a camera.

New Leader VP of Promotions and Advertising

Hello, I'm Victoria. I am a Marketing undergraduate at WGU and the VP of Promotions and Advertising for our AMA chapter. Balancing a full-time career at Pearson with full-time studies, I am passionate about strategy and professional growth. When I'm offline, I'm usually spending time with my husband and our "fur-baby," Wanda.

Fun fact: I also co-host a video podcast about cigars with my husband!



02/08

Updates

AMA Student Leaders Complete WGU AMA Annual Report



The WGU AMA Collegiate Chapter leadership team has successfully completed the chapter's Annual Report, a required submission for maintaining good standing with the American Marketing Association.

The report provides a concise overview of the chapter's accomplishments over the past year, including development initiatives, workshops and events, competition participation, communications and operations updates, upcoming events, and budget planning.

With the completion of this report, the chapter has formally entered the judging process for the AMA Annual Recognition Awards Program, which includes consideration for both Top Chapters and Functional Awards.



03/08



EXECUTIVE INFLUENCE WORKSHOP

Attendees contributed to persona development and collaborated in breakout sessions to produce creative briefs and prompts aligned with the brand voice.

Events Recap

JINGLE MINGLE



Closed out 2025 with building connections and celebrating our AMA community. The evening was filled with engaging games and setting the stage for a powerful start to 2026!

LinkedIn Workshop

Connected with LinkedIn professional Renee Turunen to gain real-world, actionable insights on building a strong and impactful LinkedIn presence.



04/08



Alumni Spotlight

Ziana Marroquin

Graduation Year: 2020

Degree: B.S Business Management

Employer: Pearson/Certiport

Current Role: Associate Manager
of Strategic Funding

“Success requires a go-getter mindset and a willingness to dedicate time outside of work and on weekends.”

Ziana Marroquin oversees strategic funding initiatives within the certification and assessment industry. In her role, she ensures that industry-standard certifications remain accessible and funded for K-12 students nationwide. By aligning certifications with state CTE policies, Ziana helps students earn the credentials they need for college and career readiness.

Career Highlights

- **State Credential Retention:** Successfully retained over 30 certifications on the Arkansas Industry-Recognized Credentials list, preventing program disruptions for districts.
- **Revenue Protection:** Secured over \$750,000 in annual revenue in Florida by remediating compliance issues and maintaining state-approved funding for schools.

The WGU Impact: Ziana credits her WGU degree with providing the project management and communication skills necessary to lead complex initiatives. Since graduating, she has transitioned into her current leadership role, secured a pay increase, and gained the professional credibility to drive long-term career growth.

Advice for Current and Prospective Students:

“Accelerating your program can significantly accelerate your career – I was able to complete my degree and land a new role within 2.5 years. Balancing work, life, and school is important, but how quickly you progress ultimately depends on how much time and commitment you invest. Whether it takes two years or four, WGU’s flexible, remote model is an excellent pathway to earning your degree and advancing your career.”

05/08

National AMA



Free Virtual Conferences Presented by: AMA National

Trust and Privacy in Data Marketing
March 17, 2026 10:00 AM – 1:00 PM CST

Collaborating with AI
June 16, 2026 10:00 AM – 1:00 PM CST

Artificial Intelligence
May 14-15, 2025 10:00 AM – 1:00 PM CST

Trust and Privacy in Data Marketing

Through expert-led sessions and real-world case studies, attendees will examine consumer trust, regulatory considerations, and ethical data practices. This virtual event offers actionable insights to help marketers balance personalization with transparency while building long-term, trust-driven relationships.

All conference sessions will be available on-demand for 6 months after the event!

Collaborating with AI

This conference explores how marketing teams can integrate AI into everyday workflows to enhance creativity, efficiency, and decision-making. Through practical sessions, real-world use cases, and expert perspectives, attendees will learn how to responsibly adopt AI tools while maintaining human insight and brand integrity.

Artificial Intelligence

This virtual conference will provide marketers with the tools and strategies needed to leverage AI for smarter, more effective campaigns. From automating processes to personalizing customer experiences, you'll discover how AI can drive efficiency and innovation in your marketing efforts.

06/08

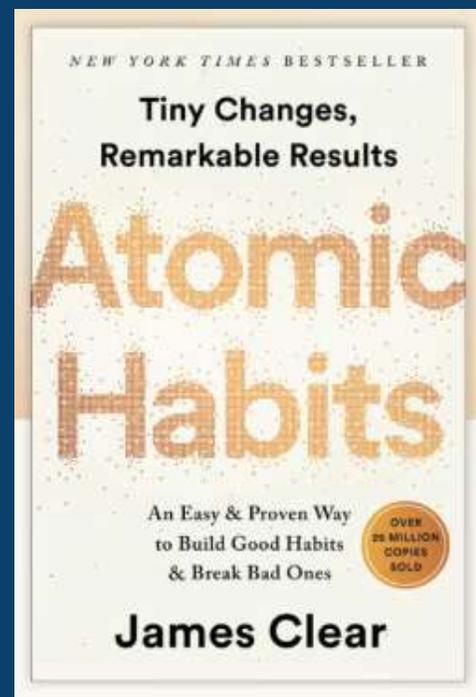


Business Book Recommendation

Recommended by:
Glen Quizaman
Program Mentor-College of Business

“The author suggests focusing on the process of becoming better rather than fixating on specific outcomes. Improving by just 1% every day results in huge improvements over the long run. Success is a product of daily habits, not a single life-changing event.”

Atomic Habits by **James Clear**



Tiny Changes, Remarkable Results

07/08



Marketing Resume & Cover Letter Workshop

Feb 18

Hosted by Career Services to help marketing students craft the perfect resume and cover letter to get noticed.



Scan to register

Upcoming Events

Beyond the Brand: Marketing Leaders Who Serve

Feb 25

Meet marketing professionals who lead with purpose, give back to their communities, and prove that impact matters just as much as performance.



Scan to register

Bee the Buzz: AMA Marketing Challenge

March 18



Join us for our marketing challenge as **Prairie River Honey Farm** shares how their brand supports bees, sustainability, and the local community.



Scan to register

08/08