

The Wise Marketer: Sage Insights



WESTERN GOVERNORS UNIVERSITY EMPOWERS STUDENTS WITH LINKEDIN MASTERY

In an era where digital presence can make or break career opportunities, Western Governors University (WGU) is taking proactive steps to ensure its students and alumni are at the forefront of professional networking. The university recently hosted a series of impactful webinars and workshops, including the "Career Quest: Optimizing LinkedIn" and "Empower Hour: Leveling Up Your LinkedIn," featuring industry experts who shared invaluable insights on leveraging the world's largest professional network.



Image source: Karen Rosenzweig LinkedIn profile

In This Newsletter You Can Expect:

Latest AMA Chapter
Updates

Event Recaps

AMA Resource of The
Month

Alumni Spotlight

Your input is invaluable to us

SCAN TO



share your thoughts

we create content for you!

THE POWER OF LINKEDIN IN TODAY'S JOB MARKET

LinkedIn has emerged as a critical tool for career development, networking, and personal branding. WGU emphasizes three key benefits:

- Expanding professional networks
- Enhancing personal brand visibility
- Accessing tailored job opportunities

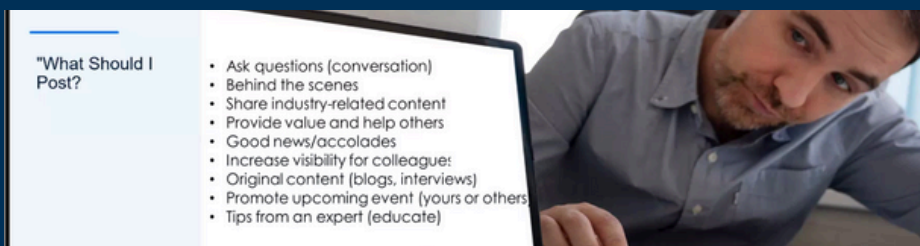
Joseph Fuller, a prominent figure in education and employability, recently highlighted WGU's commitment to competency-based education, which aligns closely with the skills-focused approach of LinkedIn profiles.

EXPERT INSIGHTS: CRAFTING A STANDOUT LINKEDIN PRESENCE

Karen Rosenzweig, a renowned LinkedIn expert, led an "Empower Hour" webinar that provided game-changing strategies for WGU students and alumni.

KEY TAKEAWAYS INCLUDED:

- **Compelling Storytelling:** Crafting a unique narrative in the "About" section to differentiate oneself from the 50% of users who leave it blank.
- **Strategic Networking:** Focusing on quality connections rather than quantity to build meaningful professional relationships.
- **Active Engagement:** Emphasizing the importance of thoughtful comments over passive likes to showcase expertise and increase visibility.
- **Leveraging Recommendations:** Utilizing the "givers gain" philosophy to build credibility through reciprocal endorsements.



[slide from WGU Empower Hour](#)

WGU'S COMPREHENSIVE LINKEDIN RESOURCES

The university offers an array of tools to support students in their LinkedIn journey:

A detailed LinkedIn User Guide

Access to the WGU Alumni & Students LinkedIn Group

The LinkedIn Alumni Tool, providing insights on over 209,000 WGU affiliates

Career advisor support and profile review services

Free access to LinkedIn Learning's 16,000+ skill-development courses

THE PATH TO LINKEDIN MASTERY

WGU recommends a daily action plan for students to enhance their LinkedIn presence:

1. Respond to messages and connection invites
2. Review notifications
3. Leave 3-5 meaningful comments on industry-related posts
4. Initiate thought-provoking posts
5. Update profiles with strategic keywords

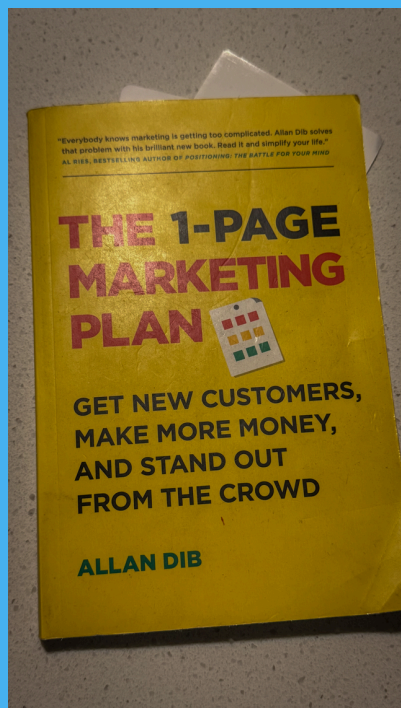
LOOKING AHEAD:

WGU'S COMMITMENT TO PROFESSIONAL DEVELOPMENT

As WGU continues to grow, becoming the largest university in the U.S., its focus on competency-based education and professional readiness remains steadfast. The university's Career Services team regularly hosts workshops, such as "Maximizing LinkedIn for the Job Search," to keep students abreast of the latest strategies.

For WGU students looking to take their professional development to the next level, the American Marketing Association (AMA) WGU Chapter offers additional networking opportunities, skill development workshops, and industry insights.

MARKETING BOOK RECOMMENDATION OF THE MONTH



This month's book recommendation comes from Matt Brown, a Marketing PM.

"The 1-Page Marketing Plan" by Allan Dib is a game-changer for marketing planners. This concise guide simplifies complex strategies into actionable steps, focusing on customer-centric approaches and measurable results. A must-read for anyone seeking to streamline their marketing efforts and drive business growth.



"This is a great book. I've read it twice now and will go back for little reminders here and there."

W.G.U. A.M.A. Chapter President Malcom Robertson

LATEST AMA WGU CHAPTER UPDATES:

WE'RE EXCITED TO INTRODUCE OUR NEW LEADERSHIP TEAM MEMBERS!



VICTORIA HARPER, VP OF PROGRAMMING AND EVENTS

Victoria is earning her Bachelor of Science in Business Administration – Marketing at Western Governors University. She recently founded Eden Essence Digital Solutions, a digital marketing agency dedicated to helping women-owned and Black-owned businesses build strong brand identities and sustainable growth strategies.

She also serves as a community facilitator for The Young Black Moms Coalition. In addition to her entrepreneurial and community work, Victoria is a Campus Strategist for Perplexity and a former HubSpot Marketing Intern, where she gained valuable experience in inbound marketing, content strategy, and AI automation. She looks forward to applying her knowledge and leveraging her expertise to help grow the AMA WGU Chapter. Victoria's passion for marketing stems from her experience in brand strategy, AI integration, and community engagement. As a member of the AMA WGU Chapter, she is excited to contribute her leadership skills while learning from fellow members. She is dedicated to fostering a collaborative and engaging environment where students can grow, connect, and apply their marketing knowledge meaningfully.

ANDRÉ YEAMPIERRE, VP OF ADVERTISING AND PROMOTIONS



André is a leader based in Cabo Rojo, Puerto Rico. With 17 years of experience managing Lucid Imaging, he creates global media coverage through diverse, thought-provoking content.

As a licensed artisan and sustainable innovator, André is pioneering coconut-based composite materials, showcasing his commitment to environmental stewardship. Currently pursuing a Business Administration Marketing degree at Western Governors University. André's passion for creativity, sustainability, and community engagement inspires others to embrace positive change and pursue their dreams.

NEW STUDENT LEADERSHIP ROLES!

We have some new student AMA leader roles opening in April!

- President
- President Elect
- VP of Communications

If you are interested, please email us at ama@wgu.edu. We will also be sharing more about these roles at our 1 year event on April 13th! Register here to attend! (must be undergraduate active student)

they said
SOCIAL MEDIA CONTEST
winner



Graphic Design Winner:

→ **Kristin Toney**

MS in Marketing, Digital Marketing Specialization

Chosen by WGU School of Business students

THE UNIVERSITY OF YOU

WE'RE THRILLED TO ANNOUNCE!

Kristin Toney's ad was recently spotlighted not once, but twice on WGU's social platforms and featured in our newsletter, which reaches over 30,000 students! This is what we call "*Superstar Credibility*." Are you ready to shine? Check out our calendar of events to find your next opportunity to stand out!

A huge thank you to our dedicated Executive Board & Advisors, as well as our outgoing student leadership team, for their tireless efforts in organizing an impressive lineup of webinars and events for our student chapter. Your hard work has provided our members with invaluable opportunities for networking, learning, and growth.

UPCOMING EVENTS

APRIL 13: AMA WGU STUDENT CHAPTER ANNIVERSARY AND COMMUNITY IMPACT!

Celebrating One Year of Excellence: Join us as we mark a significant milestone in our journey! It's been an incredible year since the founding of AMA WGU Student Chapter, and we're excited to celebrate this achievement with our members, friends, and supporters.

register now!



Plus, don't miss out on your chance to win an undergraduate AMA membership! (must be present to win)

UPCOMING EVENTS CONTINUED

MAY 7: COMMUNITY IMPACT WORKSHOP



Unlocking the Power of Community Engagement. Join us for an engaging workshop designed to empower local businesses with practical strategies for effective community engagement. As a marketing professional, understanding how to build strong community ties is crucial for fostering loyalty and driving sustainable growth.

scan to register



JUNE 25: SEO WEBINAR WITH INDUSTRY EXPERTS

Get ready for an engaging workshop designed to empower local businesses with practical strategies for effective community engagement. As a marketing professional, understanding how to build strong community ties is crucial for fostering loyalty and driving sustainable growth.

FALL 2025 CAREER EVENT

Our charter group is excited to host a comprehensive career event designed to empower you with the tools and connections needed to elevate your professional journey. Whether you're a student looking to launch your career or an established professional seeking new opportunities, this event is tailored to support your growth.

COMMUNITY BULLETIN

Unfortunately, one of our newest charter leadership members, Victoria Harper, VP of Programming and Events, has faced a challenging situation. Recently, a fire in Killeen, Texas, destroyed an apartment building, displacing 36 people, including Victoria and her son. Victoria shared, "The fire has displaced my son and I, and I've been dealing with the aftermath." If you would like to offer support, please reach out to us for more information ama@wgu.edu.

ALUMNI spotlight! →

Jona Nanette

We are delighted to feature Jona Nanette, a distinguished marketing and branding professional and esteemed W.G.U. alumnus.

Jona earned her Bachelor of Science in Business Administration, with a concentration in Marketing, in September 2024. Since then she has hosted several workshops and boot camps aimed at helping small businesses owners and aspiring entrepreneurs maximize their profits.

CAREER HIGHLIGHTS

Currently, Jona is the founder and owner of Jona Nanette Branding, a strategic planning and branding firm that is dedicated to amplifying marginalized voices.

She has collaborated with various social media companies to create engaging content for their platforms and has partnered with numerous influencers, content creators and trailblazers over the years. Jona is profoundly inspired when watching individuals turn their dreams into reality. Her expertise lies in crisis management and strategic planning, establishing her reputation across multiple industries.

Jona's professional accolades include being honored as a "Women of Distinction" by world renowned author and civil right activist Mrs. Sheyann Webb-Christburg in 2015, being named a "Church Girl Who Rocks" honoree in 2017, and receiving a "Helping Hands Award" for her service within her community in 2024. Additionally, she was honored with the Capstone Excellence Award along with five other Excellence Awards during her undergraduate studies at WGU.

REFLECTIONS AND ADVICE

When reflecting on her journey and offering advice to others, Jona emphasized that success is not solely about reaching a destination, but rather the journey itself. "My faith has taught me that the days you felt like giving up but chose to persevere are what truly matter. If you take away nothing else, remember to never go back. You've traveled too far to turn around. People need to witness your triumphs, but they also need to see you try. They need to see you put one foot in front of the other because so many people have forgotten how to keep going. They need to see you win." These words motivated her to form her own personal motto: "We are all voices in this world, and so we will make a world of difference."

Jona also wanted to share one final piece of advice: "It only takes one moment to change your life. One single, bold, absolutely courageous moment. And just like that (snaps fingers)
NOTHING WILL EVER BE THE SAME!"

We proudly celebrate the achievements of Jona Nanette and eagerly await her future endeavors. Her story serves as a powerful reminder that success is not merely about individual accomplishments, but also about the positive impact one can have on others.



WE WANT TO FEATURE YOU IN OUR ALUMNI SPOTLIGHT

Are you an AMA WGU Chapter Alum with exciting updates to share? We'd love to feature your journey in our alumni spotlight section of "The wise marketer: sage insights"! This is a fantastic opportunity to showcase your professional growth and achievements to our community.

Please send us an email with a short bio, a recent photo of yourself, and a brief description of your latest accomplishments. Whether you've landed a new job, received a promotion, launched a new project, or achieved any other milestones, let us celebrate your success together!

email us at AMA@wgu.edu to be featured in our next edition

AMA RESOURCE OF THE MONTH

TOOLKITS & PLAYBOOKS: ACCELERATE YOUR MARKETING SUCCESS WITH PROFESSIONAL-GRADE TEMPLATES



As marketing professionals, efficiency and effectiveness are paramount to your success. This month, we're highlighting the invaluable Toolkits & Playbooks resource available on the American Marketing Association website.

This comprehensive library offers over 100 customizable templates specifically designed to streamline your marketing initiatives and elevate your professional capabilities.

The AMA Toolkits & Playbooks collection (available at ama.org/toolkits) provides immediate access to industry-standard resources across multiple marketing disciplines.

Whether you're focusing on content marketing, customer experience, market research, or search engine optimization, these ready-to-implement templates will help you execute marketing strategies with precision and confidence.

Notable resources include marketing plan presentations, in-depth interview guides, job descriptions for specialized marketing roles, business alignment tools, vision statement worksheets, and comprehensive technology overviews. Each toolkit has been developed by marketing experts to ensure professional quality and practical application.

We strongly encourage all AMA WGU members to leverage these resources as part of your academic and professional development.

Your AMA membership provides exclusive access to these valuable tools—an investment that continues to deliver returns throughout your marketing career. Take advantage of this benefit today to enhance your coursework, strengthen your portfolio, and prepare for success in the competitive marketing landscape.

Sign up by visiting: <https://www.ama.org/toolkits/> or scan QR Code





HUBSPOT INTERNSHIP

Boost Your Career with HubSpot's AI Marketing Micro-Internship Program!

Western Governors University students have an exciting opportunity to gain hands-on experience with cutting-edge AI marketing tools through the Spring 2025 HubSpot x WGU Marketing AI Micro-Internship Program.

This 7-week program combines professional training with paid client projects, offering students valuable real-world experience with one of the industry's leading marketing platforms.

SUCCESS STORIES

Many previous participants in this micro-internship program have secured employment opportunities with the companies they worked with during their projects.

This program has proven to be an excellent pathway for WGU students to showcase their skills directly to potential employers, while gaining practical experience with AI marketing tools that are increasingly in demand across the industry.

WHAT YOU'LL LEARN:

The program focuses on equipping students with practical skills in:

HubSpot software implementation

AI-enhanced marketing campaign strategies

Client communication and project management

Industry-specific best practices for AI marketing applications

PROGRAM HIGHLIGHTS

Paid Client Projects: Earn \$500 upon successful completion of your client project

Industry Certification: Receive an official Certificate of Completion from HubSpot Academy

Professional Connections: Network within the HubSpot ecosystem with a program badge

Real-World Application: Build AI-enhanced marketing campaigns for actual HubSpot customers

Flexible Schedule: 5-7 hours per week commitment from April 28 - June 9, 2025

HUBSPOT INTERNSHIP CONT.

PROGRAM STRUCTURE:

Training Sessions (Weeks 1-4): Live online training via Zoom on Mondays and Tuesdays from 2:00-4:00 PM MT

Client Projects (Weeks 5-7): Personalized projects with assigned HubSpot customers

Project Support: Regular office hours with HubSpot instructors and industry experts

ELIGIBILITY REQUIREMENTS:

- Current enrollment in WGU's Undergraduate Marketing, Management, Communications, Graduate Marketing, or MBA programs
- Availability to attend all training sessions and client meetings
- Basic prior experience with HubSpot through coursework or professional experience
- Interest in learning to leverage HubSpot AI tools
- Completion of HubSpot's Marketing Software Certification (prerequisite)
- Must be 18+ and eligible to work in the US or Canada

IMPORTANT DATES:

Application Deadline: April 14, 2025 (rolling admissions, apply early!)

Program Duration: April 28 - June 9, 2025

HOW TO APPLY:



Don't miss this opportunity to gain practical experience with AI marketing tools while working with real clients.

Applications are accepted on a rolling basis, so early submission is encouraged.

APPLY TODAY!



BE A PART OF THE CONVERSATION



How to sign up

- 1.) visit www.office.com and login with your WGU account
- 2.) Click on the teams icon on the side-bar
- 3.) Once you are in the Teams window click on the TEams icon on the left
- 4.) Click "join or create Team" button in the top right corner and then select "join Team" from the drop down menu

www.wgu.edu/ama