



The Wise Marketer: Sage Insights

Spring is blooming, and our fresh recap is waiting. Step into the standout moments from this season's events and see what new ideas are taking root.

In This Newsletter You Can Expect:

AMA Chapter Updates &
Highlights

Event Recaps

AMA Resources &
Recommendations

Next Up



Feed what Flourishes

01/08



A New Era: Victoria "Tori" Harper as President

Transitioning from VP of Promotions and Events, Victoria "Tori" Harper officially takes the helm as Chapter President. Bringing a wealth of strategic experience and a "ready-to-work" mentality, Tori is committed to driving positive change and operational excellence. Her vision is clear: streamline internal processes, enhance member value, and elevate the chapter's national standing. Under her leadership, the organization is on a fast track to becoming one of the premier AMA collegiate chapters in the country through innovation, accountability, and a tireless dedication to marketing excellence.

Victoria Palacios From Intern to Insider: A HubSpot Journey

My journey with the HubSpot micro-internships and bootcamps was more than just a learning experience—it was a career catalyst. These programs provided the technical foundation that led directly to partnering with my first internship client and officially joining the team as a Co-founder.

The momentum continues this fall: I am honored to have been selected as an UNBOUND 2026 Insider. I'll be heading to Boston this September to represent our chapter, connect with industry leaders, and bring back the latest in AI and inbound marketing to help our AMA members stay ahead of the curve.



Updates

Have you heard? We're excited to announce that AMA has moved from Microsoft Teams to **WGU Connect**—your new hub for staying connected, informed, and involved!

On WGU Connect, you can:

- Network with fellow students and connect with alumni
- Discover upcoming events, job opportunities, and internships
- Get more involved and explore leadership opportunities
- Join the conversation: stop by the discussion wall, say hi, and even share your LinkedIn!

LEVEL UP YOUR LINKEDIN: NEW AMA BADGE TIERS!

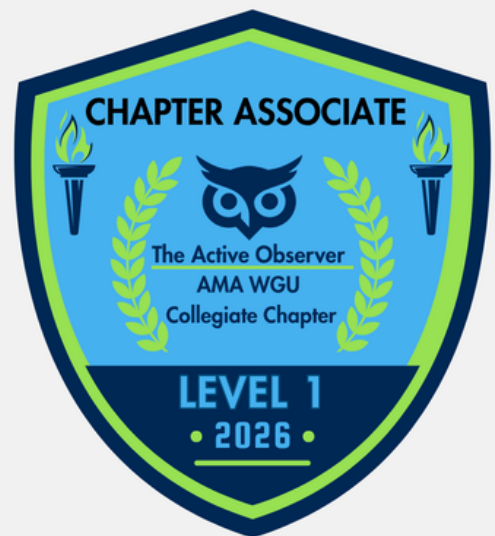
Your hustle deserves professional credit. We're launching The Agency Hierarchy Badge System—a tangible way to showcase your chapter impact on your resume and LinkedIn.

Instead of tracking hours, we're rewarding your impact across five tiers:

- Level 1: Chapter Associate: The "Active Observer"
- Level 2: Project Specialist: The "Consistent Contributor"
- Level 3: Strategy Lead: The "Cross-Functional Partner"
- Level 4: Chapter Visionary: The "Brand Guardian"
- Level 5: Chapter Ambassador: The "Legacy Builder"

Claim your status, build your portfolio, and show employers what you can do!

*Keep your eyes on WGU Connect AMA group for more details on how to earn each badge!



03/08



**AMY LATIMER
BYRNE**

CONTENT DIRECTOR-
BELFORE FRANCHISE



DAVID JOSLIN

ASSOCIATE REAL
ESTATE BROKER

BEYOND THE BRAND: MARKETING LEADERS WHO SERVE

A powerful conversation highlighted how leadership and community service can go hand in hand, emphasizing connection, creativity, and purpose. The discussion reinforced the impact of leading with integrity while giving back to make a meaningful difference.

Events Recap

MARKETING RESUME & COVER LETTER WORKSHOP

This Career Services hosted session helped marketing students build standout resumes and cover letters that capture employer attention. Attendees gained practical tips to confidently market their skills and land opportunities.

BEE THE BUZZ: AMA MARKETING CHALLENGE

This marketing challenge spotlighted Prairie River Honey Farm and its commitment to sustainability, pollinator support, and community impact. Attendees gained insight into purpose-driven branding in action and gained real world experience creating a marketing campaign.



**Bee Pollen =
Natural Energy**

04/08

Alumni Spotlight

Ginger Ferreira

Graduation Year: 2023 & 2024

Degree: B.S Business Administration & M.S in Marketing, Digital Marketing Specialization

Employer: Thomas Arts

Current Role: Media Buyer/Planner

"There's a point where you have to bet on yourself and go, even when you don't feel ready. The confidence comes after, not before!"



I always had a feeling marketing was where I belonged. When an employer saw that in me and gave me the chance to prove it, everything changed. What started as an Office Administrator role turned into a full career pivot within weeks, and from there I never looked back. That one opportunity led to a master's degree, a growing expertise in paid advertising and analytics, and a career built on the belief that the best marketing isn't just creative. It's calculated, it's data-driven, and it tells a story worth paying attention to.

Career Highlights

Multi-Location Marketing Strategy: I served as the marketing lead across two branches in the home services industry, overseeing paid and organic strategy across multiple service lines. Working in an industry I was unfamiliar with pushed me to lead with data, sharpen my reporting skills, and make decisions based on numbers rather than assumptions.

Google Ads Management: Early in my career I was trusted with managing Google Ads accounts, which pushed me to grow quickly. My WGU foundation combined with additional certifications I pursued on my own gave me the confidence and skill set to manage it successfully and grow into paid media as a specialty.

Email Marketing Optimization: Through different roles and industries, email marketing became one of the areas I'm most proud of. I developed a strong focus on tracking click-through rates, measuring engagement, and consistently refining and designing newsletters to drive better results.

WGU Impact

WGU made it possible for me to earn both my bachelor's and master's degrees without putting my career on hold. I finished my B.S. in three years and my M.S. in just six months, and both degrees opened doors I don't think I would have found otherwise. The Google Digital Marketing and E-Commerce Certificate I earned through WGU helped me build a strong foundation in paid media, and since graduating I've gone on to earn my Google Ads and Google Analytics certifications independently. Earning my degrees changed how I showed up professionally, and more importantly, how I saw myself.

Advice for students

Stop waiting for the right time, because it's not coming. The years will pass either way, and future you will either have a degree or wish you had started sooner. Once you're in it, don't just race to finish. Slow down enough to actually learn, because what you carry out of the program matters more than how fast you got through it. And when an opportunity comes along that stretches you or scares you a little, say yes anyway. Some of the biggest growth in my career came from moments I didn't feel ready for. The confidence catches up, it always does. Go at your own pace, trust the process, and stop comparing your journey to everyone else's.

05/08

National AMA



AMERICAN MARKETING
ASSOCIATION

Alpha Mu Alpha: Marketing Honor Society

Alpha Mu Alpha is the national marketing honorary that recognizes outstanding scholastic achievement among undergraduate, graduate, and doctoral students.

- ✦ **What You Get:** A customized digital certificate and a distinction stole to wear at your graduation ceremony.
- ✦ **How to Apply:** Membership is by faculty nomination only. If you meet the academic requirements, contact your WGU faculty advisor to request a nomination.

🤔 The Best Kept Secrets of Your AMA Membership

It's easy for a membership to slip to the back of your mind, or for organizational emails to get buried under the "spam" mental filter. However, digging into your AMA resources is more than worth the effort—it's where the high-value opportunities live.

From the Diversity Leadership Institute and Alpha Mu Alpha honors to a wide array of scholarships, there are life-changing doors just waiting to be opened.

Check out the AMA landing page to search for the opportunities listed to the right. See what's waiting for you! [AMA.org](https://www.ama.org)

Don't Miss Out on These Opportunities:

AMA Main Member Page

Diversity Leadership Institute

Awards and Scholarships

AMA Collegiate Competitions

Free on-demand training

Credentialed Learning

Courses offered at discounted rate for AMA Members



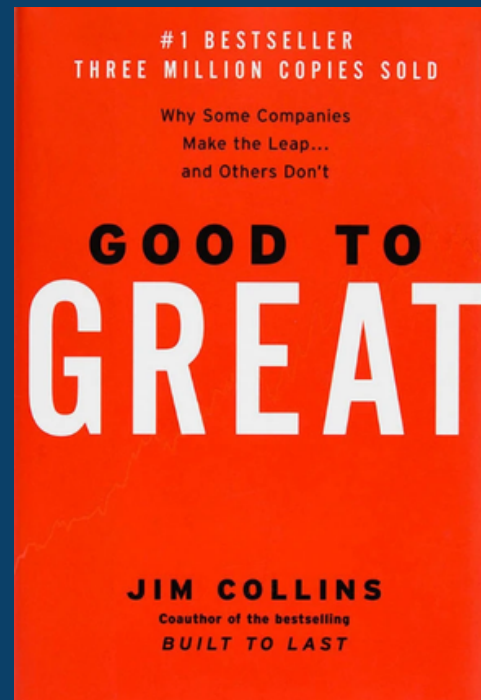


Business Book Recommendation

Recommended by: Stacey Lowe
Program Mentor-College of Business

"In this book Collins teaches that lasting success is not the result of one big breakthrough or dramatic moment, but rather the outcome of many small, consistent actions that build on each other over time. Like pushing a heavy flywheel, progress can feel slow at first, but with steady effort, momentum begins to grow."

Good to Great by **Jim Collins**



Level 5 Leadership

07/08



Erin Miller

From Student to Marketer: Building a Personal Brand Early in Your Career

May 27

You'll hear from Erin Miller, a Marketer of the Year Marquee Award winner, business owner, nonprofit board member, and small business advocate. Erin will share practical insights on how to:

- Build an authentic personal brand as a student
- Network with confidence
- Turn early experiences into real career opportunities

Scan to register



Upcoming Events

Ethics Panelist Roundtable: Where Should AI Draw the Line?

June 10

Explore the ethical boundaries of AI and what it means for our future. Join experts for an interactive AMA discussion on where AI should and shouldn't draw the line.

AI Ethics Workshop

June 24

AI-Assisted Content Creation Lab
Using AI for Research, Content, and
Analysis

✦ Stay tuned for links to register

A/B Testing Fundamentals for Marketers

July 15

Learn the fundamentals of A/B testing to make smarter, data-driven marketing decisions. Discover how to design, run, and analyze experiments that improve performance and results.

A/B Testing Workshop

July 22

Built your first A/B Test with the support and guidance from your AMA Team

08/08