

The logo consists of the letters 'R' and 'D' in a white, serif font, stacked vertically. The 'R' is positioned above the 'D', and they are both centered within a dark blue square. A thin, light blue border is visible around the square.

RD



WWU MARKETING ALUMNI HOLIDAY SOCIAL

WWU Marketing Alumni Holiday Social Spotlight

ABIGALE COLEMAN
Social Media • Influencer Marketing Strategist



I graduated in June of 2020 (heart of the pandemic) so I am excited to connect with the Marketing community of WWU and get to know what roles and industries my peers are now working in! I highly recommend current students attend as there are limitless opportunities to make connections in an array of different industries!

WWU Marketing Alumni Holiday Social Spotlight

AUSTIN SWEENEY
Business Development Director



"The marketing program at WWU was one of the most impactful experiences I had as an education major. I was able to gain hands-on experience in a real-world setting, which helped me understand the importance of marketing in various industries and how it can be used to drive business growth."

WWU Marketing Alumni Holiday Social Spotlight

MAKENNA SCHUMACHER
Media Services Manager @ Van Dusen



I am excited to attend the holiday social because it's a great opportunity to network with other industry professionals, connect with others in my field, and share my experiences. I am looking forward to meeting old friends and making new connections."

WWU Marketing Alumni Holiday Social Spotlight

KELLY HARP
Social Media Specialist



I'm looking forward to a festive night out, catching up with my Western classmates and professors and meeting alumni who are also in the marketing industry!

WWU Marketing Alumni Holiday Social Spotlight

BOB BRENNKE
Director of Marketing - Microsoft Customer Projects Sales Teams and Experience



I think it is beneficial to the alumni to reconnect with past alumni, network among professionals and kick off the holiday season. Come celebrate the great school we went to and connect with current WWU marketing students to offer advice or tips to make it in the business world."

WWU Marketing Alumni Holiday Social Spotlight

ERIC CUAMACATECO
Market Development Representative @ DocuSign



I'm looking forward to the Holiday Social because due to Covid I didn't have the opportunity to attend when I was a student. As an Alum I want to have a fun night catching up with my former classmates, Professors, and help current students! I think it's an awesome opportunity for students to come and network and make connections. Who knows they may even find job opportunities!!

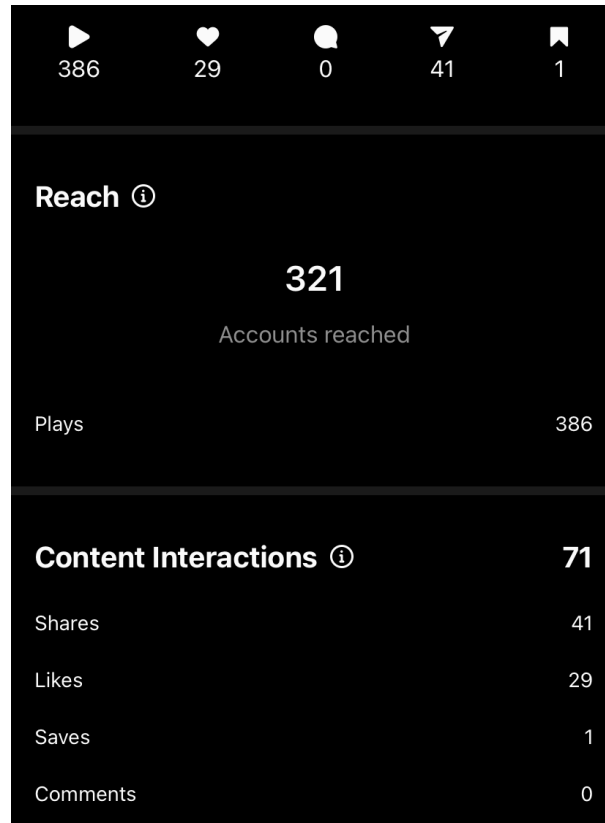
WWU Marketing Alumni Holiday Social Spotlight

REEMA PATEL
Operations Manager @ Meta

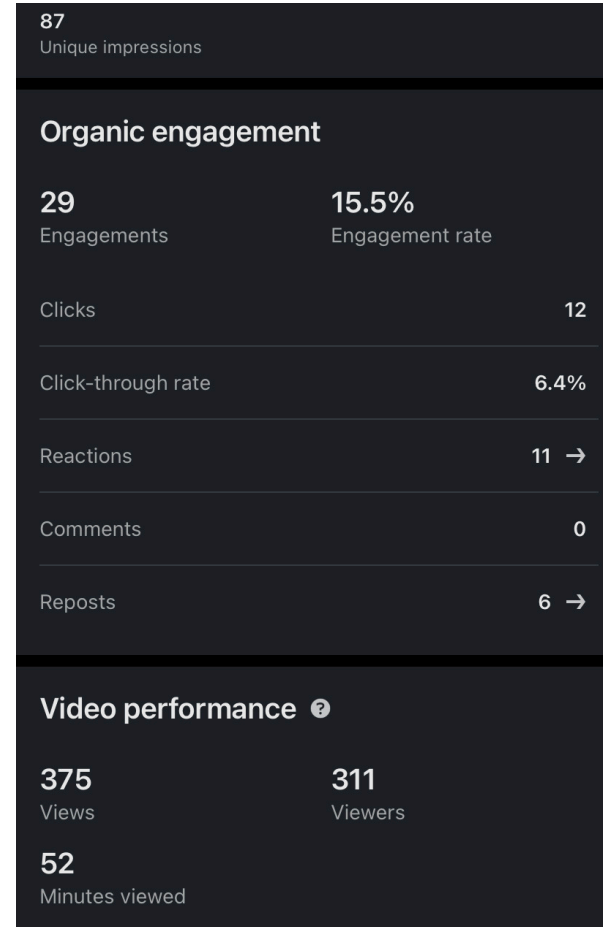


Attending these alumni programs and events provide an incredible opportunity to connect with talent in our community and create new connections - ones that may open new paths and experiences for your future.

Instagram



LinkedIn



Marketing Alumni
Register Now!

CELEBRATION INSPIRES INNOVATIVE MARKETING

WWU Marketing
Alumni Holiday Social

Get ready for great company and lasting memories

November 18
In Seattle
Registration With The Link In Our Bio!

wwumarketing

Instagram

Engagement ⓘ

21

Accounts engaged

21
Followers •



0
• Non-followers

Post interactions 21

Likes 21

Comments 0

Shares 0

Saves 0

Profile activity ⓘ 7

Profile Visits 5

Website taps 2

LinkedIn

Organic discovery

128
Impressions

54
Unique impressions

Organic engagement

6 4.7%
Engagements Engagement rate

Clicks 3

Click-through rate 2.3%

Reactions 2 →

Comments 0

Reposts 1 →

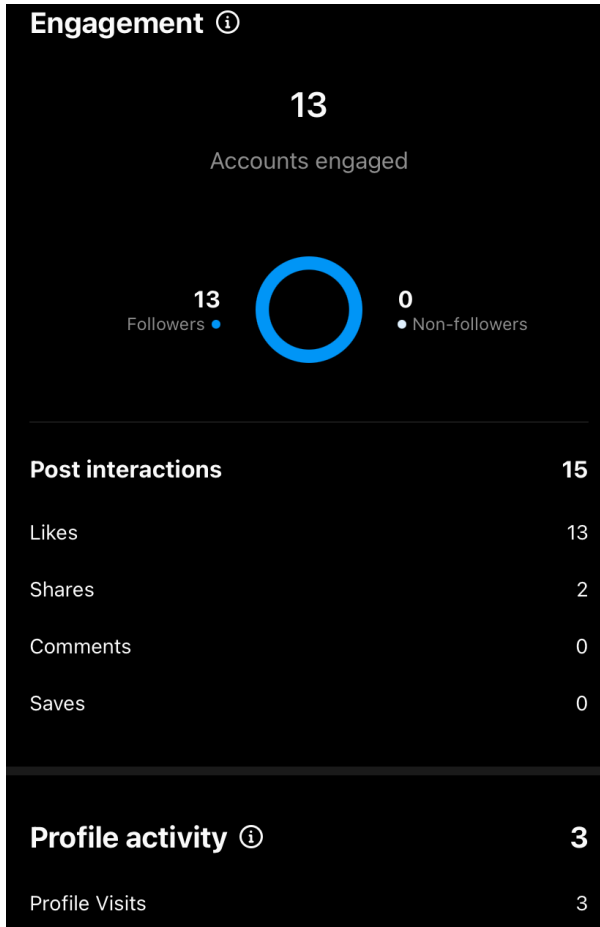
WWU Marketing
Alumni Holiday Social
Spotlight

BOB BRENNECKE
Director of Marketing - Minecraft
Consumer Products Retail, Events and
Experiences

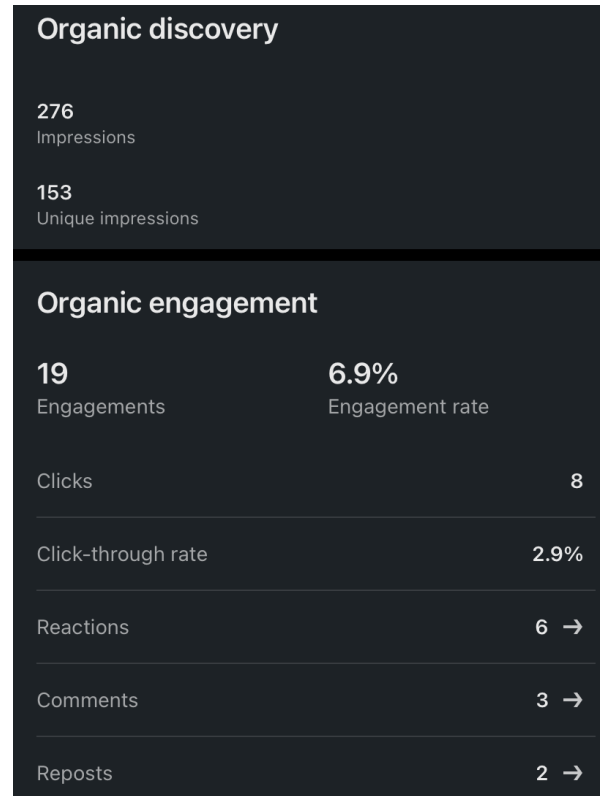


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LinkedIn



WWU Marketing
Alumni Holiday Social
Spotlight

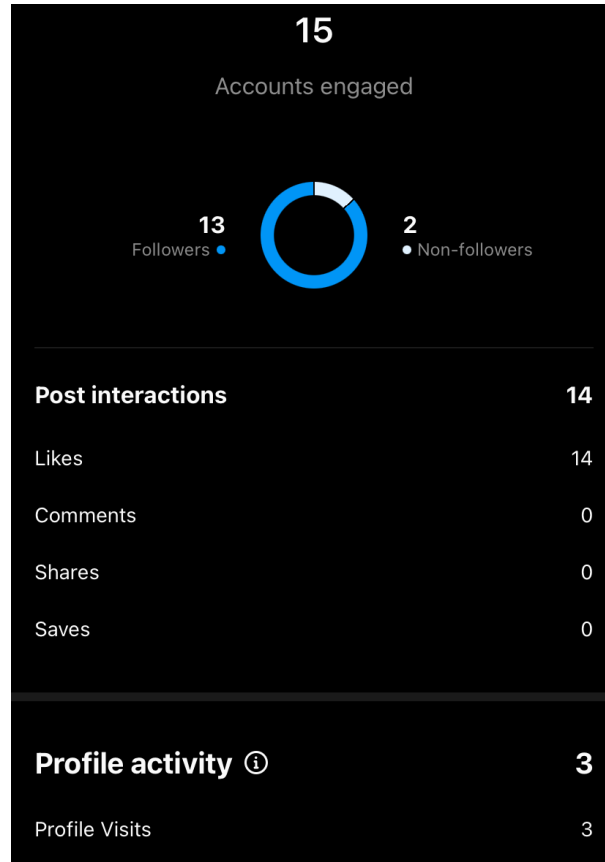
KELLY HARP
Social Media Specialist

”

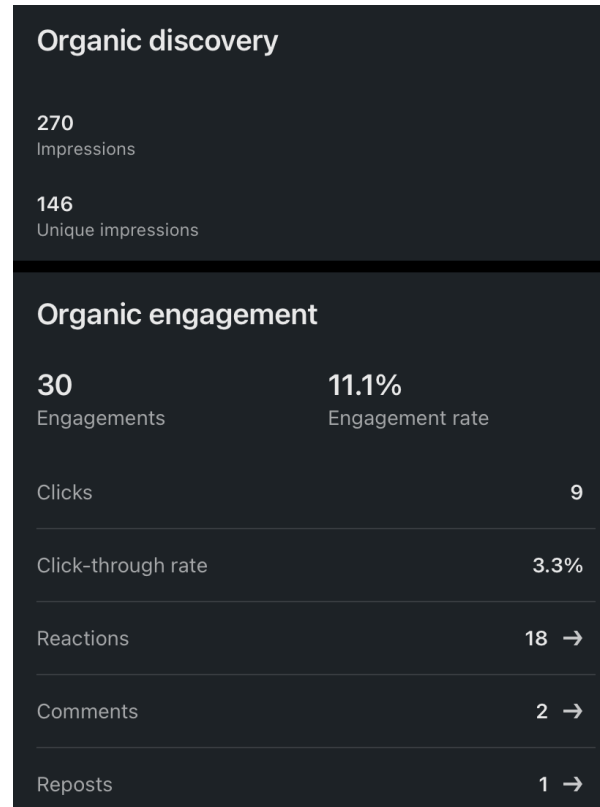
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Instagram



LinkedIn



WWU Marketing
Alumni Holiday Social
Spotlight

MAKENNA SCHUMACHER
Media Services Manager @ new Engen



”
I am excited to attend the holiday social to connect with old classmates and network with other industry professionals. Connecting with others in advertising has helped me continue to grow in my understanding of best practices while opening my eyes to new concepts that I wouldn't get with a siloed company view.

Instagram

Engagement ⓘ

13

Accounts engaged



Post interactions 13

Likes	13
Comments	0
Shares	0
Saves	0

Profile activity ⓘ 1

Profile Visits	1
----------------	---

LinkedIn

Organic discovery

172
Impressions

86
Unique impressions

Organic engagement

19
Engagements

11.0%
Engagement rate

Clicks 9

Click-through rate 5.2%

Reactions 7 →

Comments 2 →

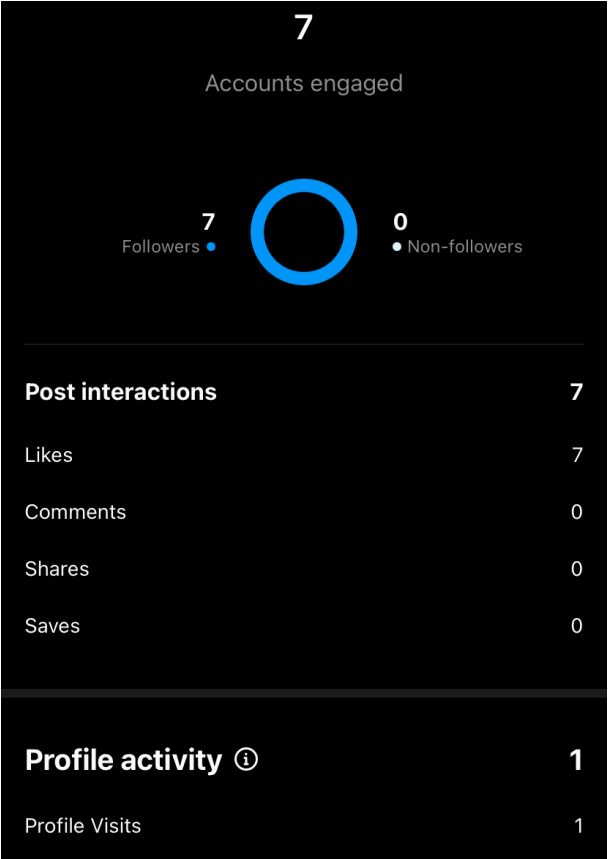
Reposts 1 →

WWU Marketing
Alumni Holiday Social
Spotlight

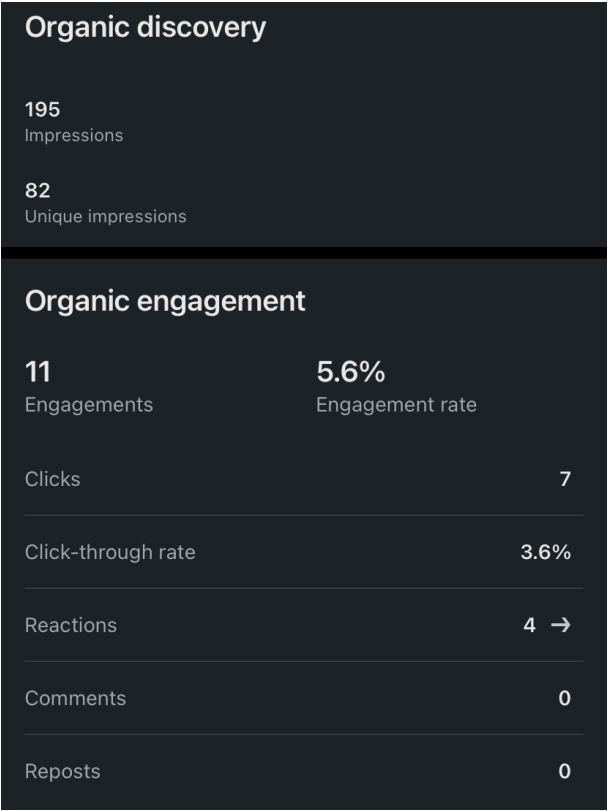
HAYDEN LEMASTER
Owner/Operator @ LeMaster Graphics

”
WWU Marketing always does a great job with these socials! It feels like a networking event and a fun college reunion all wrapped up in one. The socials are a perfect opportunity to make new connections within the industry - while drinking local beer and catching up with old college buddies. What more could you want?

Instagram



LinkedIn



WWU Marketing
Alumni Holiday Social
Spotlight

REEMA PATEL
Operations Manager @ Meta



”
Attending these alumni programs and events provide an incredible opportunity to connect with talent in our community and create new connections - ones that may open new paths and experiences for your future.

Instagram

165

11

0

0

0

Reach ⓘ

151

Accounts reached

Plays

165

Content Interactions ⓘ

11

Likes

11

Comments

0

Shares

0

Saves

0

LinkedIn

Organic discovery

651

Impressions

358

Unique impressions

Organic engagement

57

Engagements

8.8%

Engagement rate

Clicks

35

Click-through rate

5.4%

Reactions

19 →

Comments

1 →

Reposts

2 →

Video performance ⓘ

315

Views

262

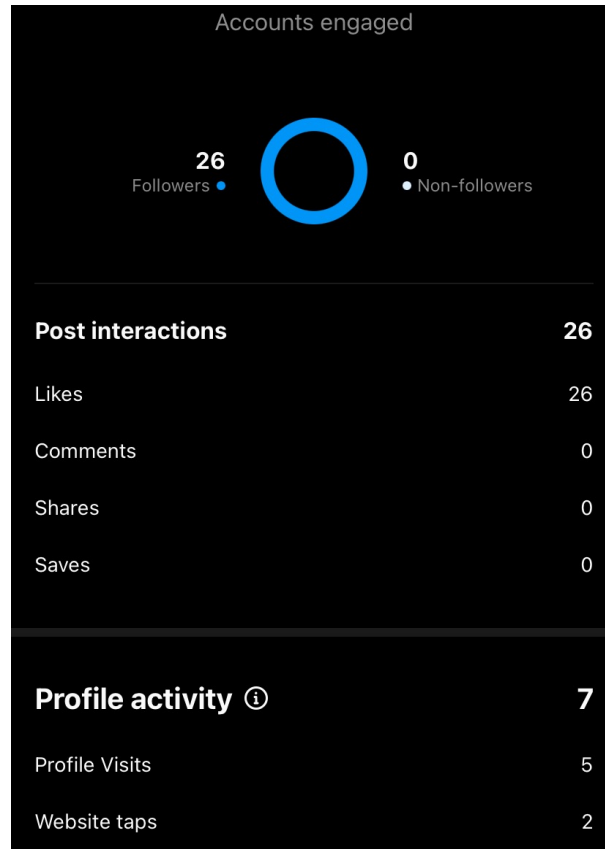
Viewers

66.2

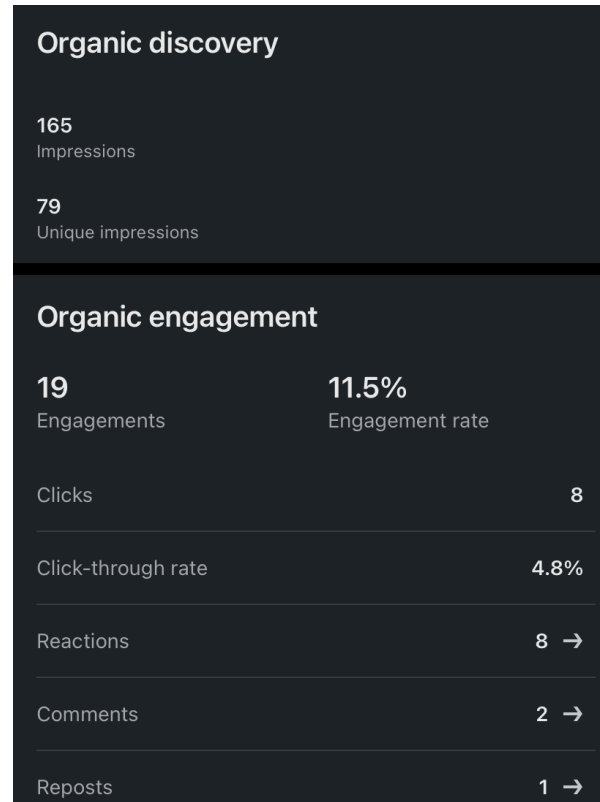
Minutes viewed



Instagram



LinkedIn



WWU Marketing Alumni Holiday Social Spotlight

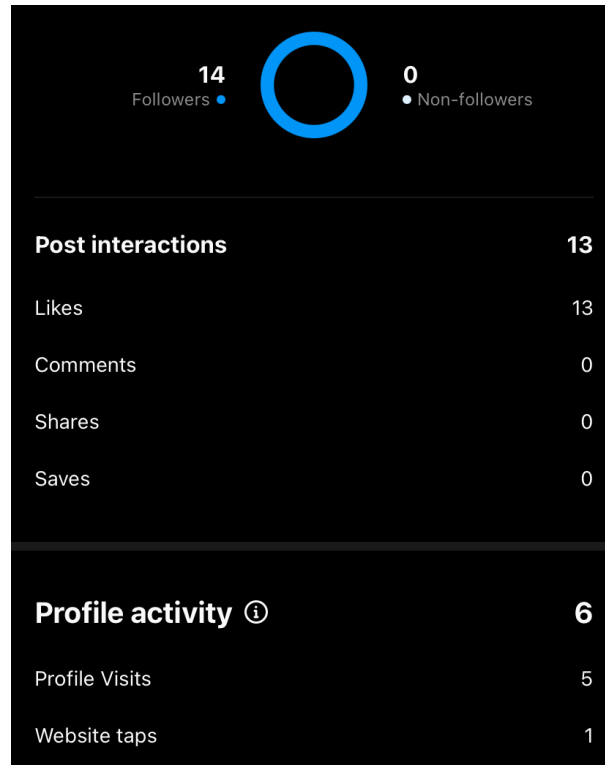
ABIGALE COLEMAN
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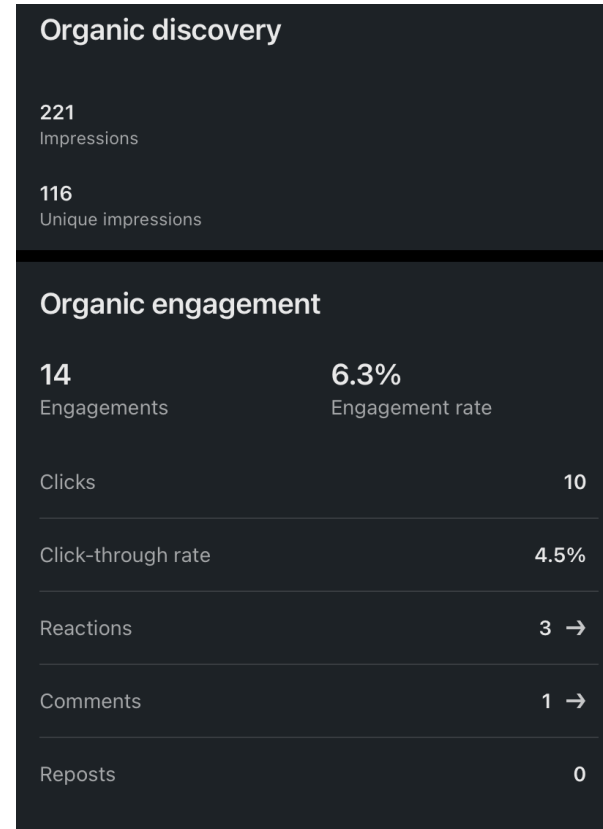
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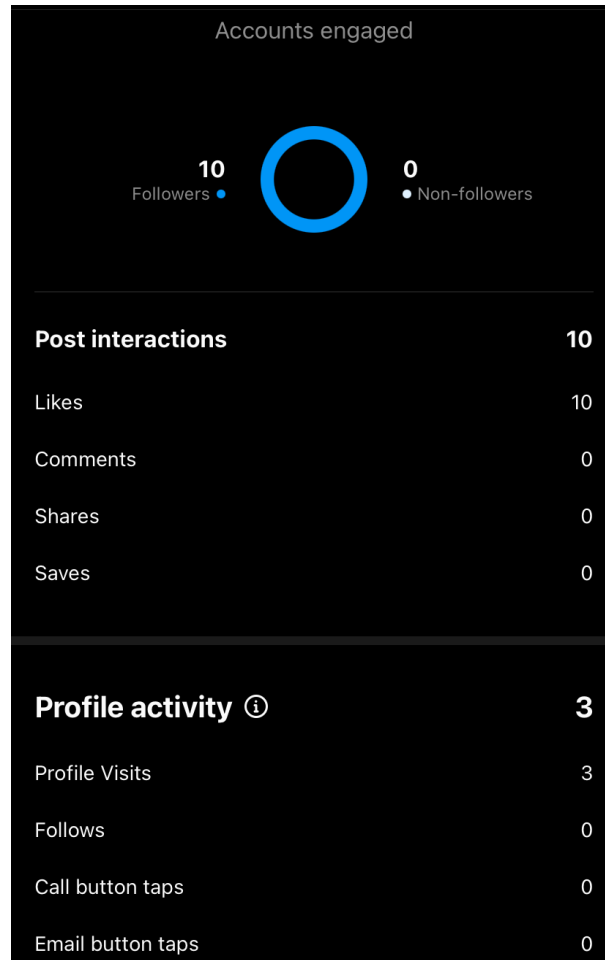
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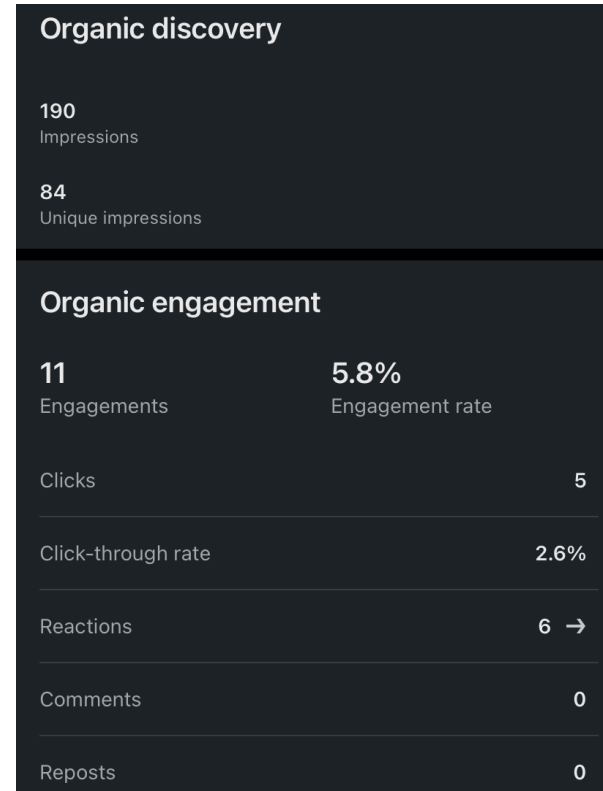
DocuSign Tower

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WWU Marketing Alumni Holiday Social Spotlight

AUSTIN SWEENEY
Youtuber/Streamer/Content Creator



”The marketing program at WWU was one of the most unique experiences I’ve had in an education setting. I have used what I’ve learned there to build my own YouTube channel as well as other successful small businesses. I’m happy to connect with alumni again at the Holiday Social.”