Michelle Mar  
*Marketing Coordinator & Resident Journalist*
*Boulder Associates*

**Education Background:**
I graduated from UC Irvine with a B.A. in Sociology and Political Science.

**Current Job Tasks:**
I am my firm’s professional storyteller. Storytelling has become an increasingly helpful business tool used to market a company’s services and products. My role is to interview our project teams and clients to craft compelling and engaging stories about our services, projects, and history as a firm. I also work with corporate communications on enterprise-wide programs and initiatives such as the company’s intranet sites, corporate branding campaigns, digital and social media activity, and internal & external news coverage.

**Favorite Thing About Their Job:**
As a 100% healthcare design firm, my firm’s projects directly impact the lives of patients, their families, and their communities. I love bringing these stories to life and sharing them.

**Piece of Advice:**
I would recommend conducting informational interviews with people who work in the position you would like or company you would like to work for. Learn as much as you can about the skills necessary to perform the job well, then try to find opportunities to gain those skills (volunteering, internships, projects, etc.).

Colleen Taricani  
*Assistant Dean for Communications*
*UC Irvine School of Law*

**Education Background:**
I have a B.A. in Philosophy from Saint Mary’s College and a J.D. from the University of Notre Dame Law School.

**Current Job Tasks:**
I am responsible for the strategic communications, including public relations, media relations, marketing and events for UCI Law.

**Favorite Thing About Their Job:**
I love the people with whom I work and am proud to be part of such a vibrant organization.

**Piece of Advice:**
Dream big. Take every path offered to you.
Matt Rudin  
*Creative Director*  
Panasonic Avionics

**Education Background:**  
B.A. in Psychology, University of California, Santa Barbara; M.B.A, The Paul Merage School of Business, University of California, Irvine

**Current Job Tasks:**  
Design and develop marketing solutions, such as videos, presentations, apps, web properties, trade shows, print and digital collateral. Ensure all materials company wide, both internal and external, meet brand guidelines, communicate our brand promise/values and reach the right audience.

**Favorite Thing About Their Job:**  
Working with incredibly smart, fun people. Because we offer products and services that are innovative and forward thinking we are challenged to create marketing tactics/strategies to match. Not everything we do is glamorous, but my team gets a lot of opportunities to experiment with new ideas and do the unexpected.

**Piece of Advice:**  
Stay passionate about learning and stay flexible. The product and the means for communicating the message is constantly changing. Be creative, be original—there is a lot of unoriginal work and tendencies to go with the pack, or do what you know. Veer off course occasionally, try something new, and get ready for an exciting and challenging job.

Greg Hardesty  
*Senior Writer*  
Cornerstone Communications

**Education Background:**  
Damien High School class of 81, UCI class of 1985 (BA English Lit, editor of The New University)

**Current Job Tasks:**  
I write feature/news stories about law enforcement and first responders for Behind the Badge OC (online news site).

**Favorite Thing About Their Job:**  
I love being able to tell stories and learn new things.

**Piece of Advice:**  
Find a mentor/fan and put yourself out there. Be pushy. And get published so you have good clips to show prospective employers.