



PATH TO THE PEAK

ESU PRSSA ALUMNI CONFERENCE

9:30 am – 5:15 pm
April 15, 2023
Beers Lecture Hall

Alumni from Public Relations, Marketing Communication, & Media industry share their experiences with ESU community.



SCAN TO REGISTER





ALUMNI CONFERENCE

Panel 1

Success in Agency PR & Corporate Communications



Samantha Nosti '14
Sr. Account Executive
Client Navigation at Green Room Communications

Robert Regan '13
Director
Client Success at MadHive



Valentina Caval '14
Executive Producer
Yahoo Finance

Vito Palmeri
Account Supervisor
5W Public Relations



10:30 am – 11:45 am
April 15, 2023
Beers Lecture Hall



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Alumni Spotlight Presentation 1

12:30pm



Jamal Cooley '20,
Social Media Coordinator
Philadelphia Eagles

Alumni Spotlight Presentation 2

1:00pm

Austin Weitman '22
Account Executive
Madison Square Garden



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Panel 2

Marketing Communication in a Competitive World



Sean Ann Schoen '13
Assistant Vice President & Director of Marketing
PS Bank

Amanda Forgione '11
Head of Marketing & Communications
Beeler.Tech



Laurie Monteforte '05
Founder & CEO
Strong Mountain Media, Inc.

1:30 pm – 2:45 pm
April 15, 2023
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Panel 3

Challenges in Healthcare, Human Resources, & Media Communication



Avery Gardner '12
aPHR, Employee Communications
@ServiceNow

Alyssa Calilap '12
Global Employee Experience Lead
Consumer Healthcare
Sanofi



Katie Johnstone '13
Social Media Officer
CDC Foundation

3:00 pm – 4:00 pm
April 15, 2023
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Panel 4 Relationship Building via Digital Media



Laura Null '18
Marketing Operations Specialist
Lutron Electronics

Brianna Carty '20
Digital Media Specialist
iNvolved Media



Dana Coppola '19
Public Relations Specialist
Embrace Relief

4:15 pm – 5:15 pm
April 15, 2023
Beers Lecture Hall



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