

The **MARKETING AREA** at the Ross School of Business  
**CONGRATULATES** the Winners  
of the **2015-16 BBA STUDENT AWARDS!**

**AAF JACKSON NATIONAL AWARD WINNER**



**Jessica Wojtczak (AAF/Jackson National Award)**

Jessica's interest in marketing was spurred in high school when she had the opportunity to develop an original experiment centering on emotional memory under the guidance of Dr. Kensinger at Boston College. While managing and marketing her experiment she discovered her interest in business as well as psychology and is now a BBA and Psychology dual degree student here at U of M. As an undergrad, Jessica was chosen as the Strategy Team leader for Michigan's AAF club where she led her team in conducting market research for a Mary Kay Cosmetics' campaign. Additionally as a Stewardship Intern at St. Mary's Student Parish she created a Big/ Little Mentorship Program and relied heavily on social media platforms to develop inspirational materials for her own "Show Your Glow" fundraising campaign for the church. Over the summers she interned at Lacks Enterprises, Inc. as a Public Relations, Communications, and Wellness Intern and then later as a Human Resources Intern. This past summer she interned at SC Johnson & Son, Inc. as a brand management intern and is looking forward to joining the team full-time after graduation.

**LEO BURNETT AWARD WINNERS**



**Amy Erickson (Leo Burnett BBA Award)**

Having taken seven Marketing courses and seven Psychology courses, Amy has developed a deep passion for utilizing consumer behavior concepts, psychological theories, and market research to develop actionable marketing insights and recommendations. Amy has enjoyed leading the executive board as President of the BBA Marketing Club to communicate marketing education to BBA students. She also further grew her interest in marketing communications by writing for the on-campus national food blog, Spoon University. After graduation, Amy plans on pursuing opportunities in marketing research and data analytics.



**Jessica Vander (Leo Burnett BBA Award)**

Jess is a strategist and a design thinker, graduating as a Ross BBA with a Marketing concentration and Art and Multidisciplinary Design minors. Her experience is at the intersection of the analytical and creative, as with her work on the fifth edition of Alina Wheeler's "Designing Brand Identity" and, most recently, as the strategy intern at Publicis Seattle. At Michigan, Jess is the president and chief creative director of Filmic Productions, the school's premier, student-run creative production agency. After graduation, she is pursuing a career in brand strategy. Jess enjoys her free time as a musician, a jeweler, and an avid baker.



### **Elizabeth Guise (Leo Burnett BBA Award)**

I have always had an interest in marketing. Growing up with a mom who worked in advertising and marketing I found a passion for the field early on. When I came to the University of Michigan I continued to explore this interest through my academics and extracurricular activities. Now as a junior at the Ross School of Business I have focused my studies on marketing and psychology, hoping to better understand the study of consumer behavior. As well as focusing on marketing in school, I am also involved in multiple organizations dedicated to helping students develop skills in the field, such as the Michigan Advertising and Marketing (MAM) club and the BBA Marketing club. This past summer I had the opportunity to intern abroad in Sydney, Australia at 3M Company. I worked as a marketing intern who helped develop promotional materials and analyze competitor research for the water filtration division. This upcoming summer I will be heading to Minneapolis, MN to intern at Target as a business analyst.

## **JOSEPH AND NANCY KEITHLEY AWARD WINNERS**



### **Emma Hall (Joseph and Nancy Keithley BBA Award)**

Emma discovered her passion for marketing and consumer insights through a nontraditional internship experience as a Wrangler and Trail Guide on a Dude Ranch (guest and horse ranch) in southern Colorado. As a Wrangler, she worked closely with the owners to ensure every guest had an amazing “western” experience. It was as a Wrangler where Emma discovered her passion for marketing, as everyday she was designing experiences centered around specific consumers. Her interest in working with small business owners was also born out west, as the ranch was family-owned and operated. She combined these two interests during her junior year internship as a Marketing Analyst at American Express OPEN Small Business Division in New York. She is thrilled to be returning to this same division to launch her career in marketing. Outside of school, Emma is a Peer Coach with Ross Career Services, and enjoys helping younger students with recruiting, preparing for interviews and perfecting their resumes. After making the transition from Colorado Wrangler to Marketing Analyst in NYC, she likes offering assistance to those with non-traditional backgrounds looking to enter the corporate world. She is honored to receive the 2015-16 Joseph and Nancy Keithley Award, and looks forward to proudly flying the Ross Marketing flag high as she begins her career!