



WHY KIERA?

ROLE

- › After one year and five months here at OUTFRONT, I am very thankful and proud to be promoted to National Marketing Specialist.
- › Under the guidance of Liz and Max, I've been able to grow my confidence in the work I do internally for OUTFRONT and externally for clients.
- › You will find below and on the next column accomplishments and why I am an excellent candidate for the Cannes Young Lions Media Academy.

ACCOMPLISHMENTS

- › I think my latest accomplishment was authoring my first thought leadership piece. I poured out my passion for marketing, research, and the Gen Z audience into two pages. While that article pointed to one avenue of marketing to the activist Gen Z, I am driven to write a series on this generation and what millennials, like myself, can do to reach them.
- › I've been taking on lead roles in content creation internally, like two social cheat sheets for sales staff and the development and updates to RFP Cheat Sheets, and externally, through the consistent push of creating sharable case studies and even the maintenance of our lobby and agency screens.
- › On the social front, I've worked with Max to launch paid social, designing the images used and the written content. This year we also brought on Briana, a fellow university alumna, and took on training her while Max was OOO.
- › Finally I am very thankful for receiving an OUTShine award. I will never let you down.



WHY CANNES?

WHY CANNES

- › I find it extremely imperative now to continue to push myself to learn about other businesses, the new marketing techniques, and speaking about OUTFRONT.
- › Learning has been my #1 priority every single day. Whether it is learning a new Nielsen statistic or taking time every morning on my commute to read the Wall Street Journal, I thrive in educational situations where I can share what I've learned with others.
- › Through speaking with fellow young people who work in media, I'll be able to learn about their needs and speak to OUTFRONT's solutions.
- › Through speaking and asking questions to panelists, I will be able to grasp a well rounded idea of the opinions of experts in their field.
- › This will bring an edge to everything I do, allowing me to elevate my ability to speak and write about the industry and any changes needed with knowledge.
- › This media academy will empower me to learn about different faces of businesses and get me excited to share new information.
- › I am extremely eager and passionate to become the most informed about the landscape now with more knowledge about audiences and their needs.
- › I can promise you I will use everything I learn through the academy, coming back with a whole notebook filled with notes (I'm old school) and bring it to OUTFRONT and the work I do everyday.
- › Thank you for your time and consideration!