



# PATH TO THE PEAK

## ESU PRSSA ALUMNI CONFERENCE

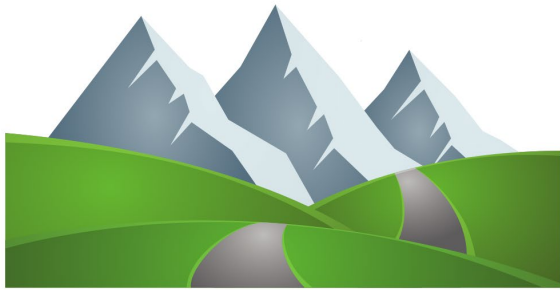
**9:30 am – 5:15 pm**  
**April 15, 2023**  
**Beers Lecture Hall**

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



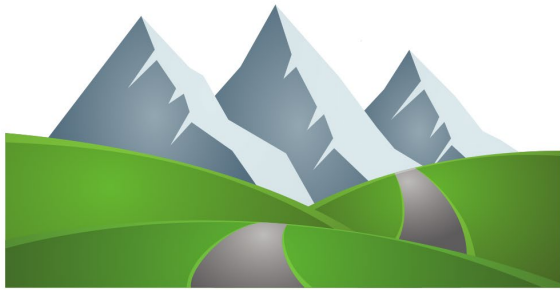
Valentina Caval '14  
Executive Producer  
Yahoo Finance

Vito Palmeri  
Account Supervisor  
5W Public Relations



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





# ALUMNI CONFERENCE

## Alumni Spotlight Presentation 1

12:30pm



Jamal Cooley '20,  
Social Media Coordinator  
Philadelphia Eagles

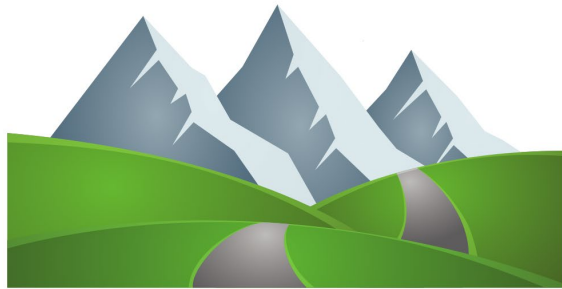
## Alumni Spotlight Presentation 2

1:00pm

Austin Weitman '22  
Account Executive  
Madison Square Garden



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# ALUMNI CONFERENCE

## Panel 2 Marketing Communication in a Competitive World



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

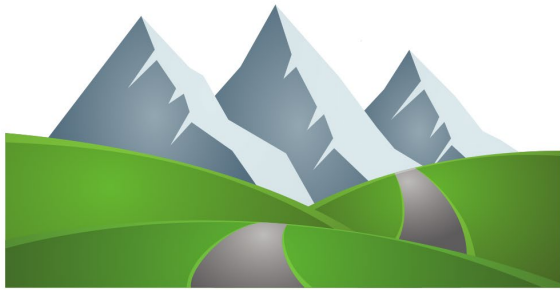
Amanda Forgione '11  
Head of Marketing & Communications  
Beeler.Tech



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

**1:30 pm – 2:45 pm**  
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# ALUMNI CONFERENCE

## Panel 3

### Challenges in Healthcare, Human Resources, & Media Communication



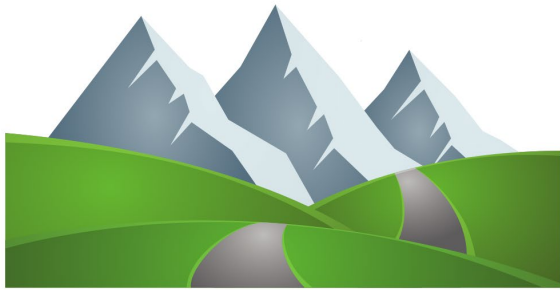
Avery Gardner '12  
aPHR, Employee Communications  
@ServiceNow

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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# ALUMNI CONFERENCE

## 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**  
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