

# ADCOLOR

20

18



# FUTURES







Outside of our world,  
there's another world.  
It's crazy.  
It's uhhhh-lot.  
And it's a lot for all of us right now.  
While we might feel  
There's little we control out there,  
We have power in here.  
We are empowered to exist  
As ourselves.  
As we are.  
As who we want to be.  
We have the power to create  
as we see.  
We have the power to make change  
as we speak.  
The power to influence.  
No need to hide.  
Because there's no place to hide.  
No reason to not be.

Inside of our world,  
We work together  
To see each other.  
Sure, we've got art.  
Sure, we make work.  
But the eyes and ears in here  
Kick everything into gear  
The hands that are raised  
Don't all come from  
one place  
And that's what makes us great  
We will brief you  
on a problem  
Only you can solve  
Because only you will know how  
We will invite you the table  
Only you can show up  
And only you will know  
what to say

So,  
Do you, boo boo.  
Dale que tú puedes.  
Whether you're  
Awkward AF  
Loud AF  
Quiet AF  
Funny AF  
Or none of the above,  
Come forth and represent.  
Say what you need to say.  
Do what you need to do.  
As long as you're true  
To being you.  
Show us your true colors  
because

**we**

**see**

**you.**

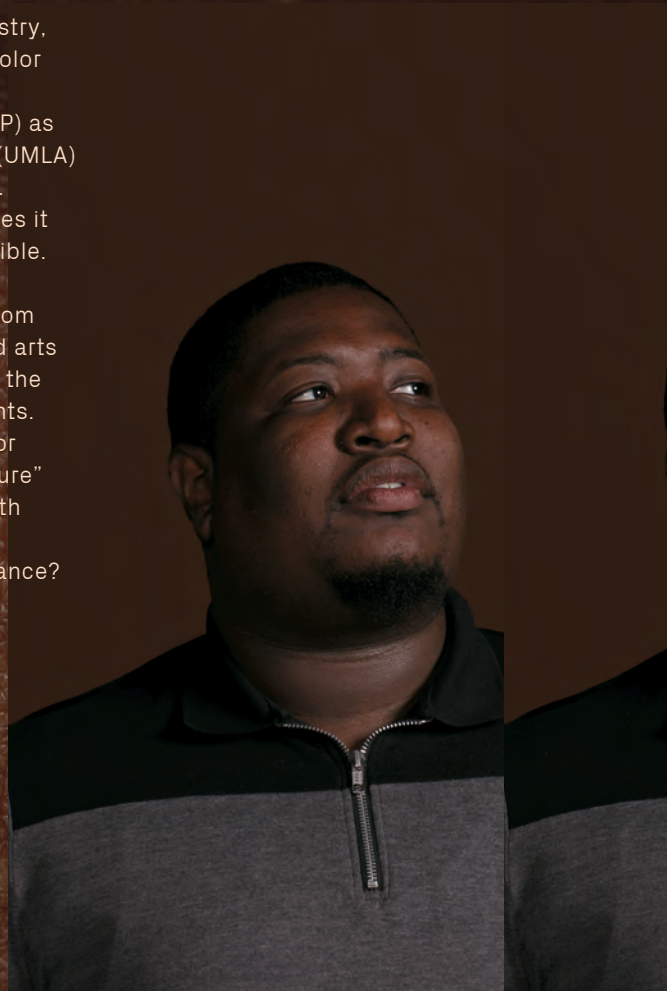


# aaron

Aaron is a media enthusiast who enjoys being able to put products/services in front of the eyes of consumers in ways they have never seen before. While media planning, he has had the opportunity to work on a large category of brands, which includes Sprite, Jordan Brand, Toys“R”Us, Estee Lauder, NYPD, Voya Financial, and, most recently, Indeed.

In addition to navigating the advertising industry, he mentors aspiring young professionals of color like himself through outlets such as the 4A's Multicultural Advertising Intern Program (MAIP) as well as the Urban Male Leadership Academy (UMLA) at Borough of Manhattan Community College. Having been a part of both programs, he makes it his duty to give back in whatever way is possible.

One of his biggest accomplishments stems from his work with Mindlezz Thoughtz, a media and arts conglomerate that provides urban youth with the opportunity to showcase their individual talents. His team was asked to develop a campaign for the Brooklyn Museum's "Rise of Sneaker Culture" Exhibit, where he was able to MC an event with over 1,000 people and raised over \$3,000 in donations. Did we mention that he loves to dance?



# francois

Integrated  
Media

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# harris

# alicia

Alicia began her career in advertising during the summer after her sophomore year of college. This was when she landed her first internship at BBDO's New York headquarters and interned in account management for the AT&T client. After the summer ended, she returned to Radford University as a junior and was one of the four students selected to participate in the prestigious Kirk Scholars program. As a Kirk Scholar, Alicia learned Mandarin Chinese and flew 17,000 miles across the world to travel throughout China and experience the culture firsthand. After a month of traveling across the country, Alicia returned to New York City to begin her second internship at Ogilvy as a strategist and also a 2017 MAIP Fellow.

During her time there, she worked across a myriad of Fortune 500 brands, including, Starbucks, Gerber, Comcast, American Express, and Showtime Networks. After spending a full summer diving deep into the craft of strategy through both her time at Ogilvy and the 2017 Griffin Farley's Search for Beautiful Minds contest hosted by BBH, Alicia was determined to make her mark as a brand planner. After completing her final internship during the summer of 2018 at Droga5 and winning the 2018 MAIP Fellow of the Year award, Alicia accepted an offer to return to Ogilvy. She is now working to develop strategy for IBM.





# anjali

Art  
FCB

Anjali Rao is a hybrid Art Director/Copywriter creative at FCB New York focusing on The Real Cost, Apple, Nivea, Eucerin, and OneMain Financial as her main accounts. She hails from the West Coast, where she received a B.A. from UC Berkeley in Practice of Fine Arts, and interned at David LaChapelle studios. During her time at Cal, Anjali won the Sussman Scholarship for painting and was a part of honors studio.

Post-graduation, she worked in a slew of different roles ranging from an investment banking recruiter to an in-house copywriter for ThirdLove and The Shelf. Before changing career paths to become a creative in advertising, she tried her hand at stand-up comedy, gracing the stages at The Comedy Club, Flappers, and The Comedy Cellar.

During Anjali's time in Hollywood, she won the Price Is Right. After spending most of her prize money on Improv classes, she decided to attend portfolio school with her leftover Benjamins. While attending Miami Ad School, Anjali was cast in the 32nd season of The Real World. She is ecstatic she decided to keep her dignity and instead pursue a fruitful career in advertising.

New

Director  
York

# rao



# austin

Manager  
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Ironically, being different and standing out is something that Austin Ogletree has, over the years, grown accustom to. His passion for people and technology led him to attend North Carolina A&T, where he studied industrial and systems engineering and served as the student body president. Yet from his first Silicon Valley internship at 19, he knew that this precedent of “only-ness” had just begun for him as a black male engineer.

Today, Austin is the youngest Partner Manager for Microsoft Search Advertising, commonly referred to as Bing Ads. Since joining Microsoft, Austin has naturally become a catalyst for diversity and inclusion by recruiting top talent from HBCUs across the nation, by hosting over 100 students for the 39th annual Minority Student Day, and by re-chartering the Southern California chapter of Blacks at Microsoft (within weeks of joining the company).

In the future, Austin hopes that his background in innovation and passion for empowering others will position him at the nexus of both the legal and tech communities. As an aspiring intellectual property attorney, he hopes to understand how disruptive technologies can be used to solve the world's most complex socio-economic concerns as they relate to both media and technology.

Account  
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# ogletree



# becca

Assistant  
Wieden



+

Publisher  
Kennedy

# ramos

The last weekend of April 2018, Wieden+Kennedy sponsored Becca and two other members of W+K Latinx Club to go to a Courageous Conversations, hosted Latinx Racial Equity Leadership Retreat in Santa Fe, New Mexico. It was there that she learned more about herself, her culture, her racial identity, and how systemic racism has shaped the Latinx narrative in the United States as well as Latin American countries.

She also had the opportunity to connect, heal, and train with amazing Latinx leaders from all across America. She was the youngest to attend the conference, and it was beyond inspiring to see such a vast number of Latinx leaders strive to better themselves in order to improve their work environments and communities.

Because of what she learned there, she felt more confident than ever to speak her truth daily and to utilize the tools she gained from the conference to support and lift up fellow students and women of color in the historically white male- dominated space that is the advertising industry. In the era of TIME'S UP and #MeToo, women of color are the strongest changemakers, and she plans to be a part of that change throughout her professional career.

# blue

Manager  
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Partner  
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# bookhard

Blue Bookhard is a marketing professional and music producer, and he started his career at Facebook as a Partner Manager in Chicago. Born in New York City, Blue began his career interning at MATTE Finish, a creative shop based in NYC, where he worked on their Chelsea Hotel account. The following year, he worked in Google's APMM program, crafting campaigns aimed for businesses to grow on the platform.

In the fall of 2014, Blue cofounded the Collctve, a DJ and music production group based at the University of Pennsylvania. As CMO, he landed strategic partnerships with Red Bull, Cosmo's Midnight, and Rob \$tone while shaping the Collctve's brand and heading the club's in-house content production studio. Blue was a member of the Friars Senior Society and President of the student television network.

Blue's creative knack stretches farther than marketing. His music group Eleven has opened for Kiiara, Waka Flocka Flame, and Aminé. Eleven's latest single, "All Mine," (produced with French group Sense) debuted on New Music Friday in over a dozen playlists worldwide, peaked at #24 on Spotify's Viral 50 and has amassed 2+ million streams. Blue holds a B.A in Communications and French from the University of Pennsylvania.



# brandon

Brandon Clark is an account manager at Microsoft, working in Paid Search on their Global Corporate Sales team. Brandon is originally from Marietta, Georgia, where he resided until going to college at the University of Alabama. Brandon has been a strong advocate for community, utilizing most of his time outside of the classroom to serve in roles committed to bringing diverse groups of individuals together. This led him to be a founding member of his university's first diversity center and with him serving as director over the center.

Since joining Microsoft, Brandon has continued his passion for building community through his active participation in Microsoft recruitment efforts of diverse talent specifically from colleges and universities for Microsoft's MACH program. Brandon also prides himself on being a strategic thinker successfully focusing on ways to grow business at scale. He's showed his commitment to this successfully by continuing to surpass sales goals set before him. In his spare time, Brandon enjoys expanding his knowledge on the digital media space and its influence on today's businesses. He often serves as a consultant to his friend's small business, helping to expand their reach online.



# clark

Account  
Manager  
Microsoft

# brandon

Brandon Lee Heard is a dynamic and intuitive thinker who is passionate about people, culture, knowledge and all things unfamiliar.

Throughout his career, Brandon has demonstrated his technique behind leveraging diverse, yet integrated approaches across world-class brands and portfolios. Brandon graduated from Marist College after studying International Business and Psychology - taking on a unique set of courses under a Cognitive Science Pathway, which seeks to examine current empirical and theoretical research on the nature of cognition.

He believes that the best strategies tell a story - a story that takes people, places, and ideas to the next level; and with the right stewardship, is never finished - keeping you on the edge of you seat wanting more.

Outside of work, Brandon sits on the Next Generation Committee of Facing History and Ourselves - an international educational and professional development organization that engages people of diverse backgrounds to examine racism, prejudice, and antisemitism in order to promote the development of a more humane and informed citizenry. He is also a member of the New York Immigration Coalition and Athlete Ally.

Brandon is currently a Strategist at R/GA and when not at his desk or volunteering, Brandon is likely to be out exploring and partaking in the local (or global) community or going on (very very) long runs.



Strategist  
R/GA

# lee heard



# brit



Brit Fryer is a writer and producer based in Brooklyn, NY. He is a graduate of Carleton College's Cinema and Media Studies program, where he focused on producing experimental documentaries, video art, and installations. Following graduation, Brit spent a summer as a MAIP Fellow at Wieden + Kennedy, working on Delta Air Lines. Following Wieden + Kennedy, Brit worked Space150, Carmichael Lynch Relate, and Neighborhoods Organizing for Change. Brit uses his background in production and storytelling to help nonprofits and agencies produce and tell transformative stories. He currently works at Athlete Ally as the Programming and Communications Coordinator.

Brit also writes and produces original films. In 2015, his film trans-ience was acknowledged by the Sundance Institute, earning him a year-long fellowship. His other films, focused on intersectional views of gender, race, and sexuality, include I-57, Botanical Black, and We May Be Cold: Policing Black Youth in the Twin Cities. He is currently producing a docufiction film exploring trans masculine identity, friendship, and representation.

Brit is a 2018 Creative Culture Fellow at the Jacob Burns Film Center, a 2018 ADCOLOR Future, 2017 Griffin Farley's Beautiful Minds Finalist, a 2016 Sundance Ignite Fellow, a 2015 MAIP Fellow, and an all-around nice guy.

# fryer

Programming  
Athlete

and

Communications

Coordinator  
Ally

Planner  
LLC

Thomas,

Account  
Marcus

# dixon

# carlin



Carlin graduated from Bowling Green State University with a degree in Media Production & Studies. Originally, Carlin's career goals included working in social media as an influencer (#yikes). After taking a deeper dive into the industry, Carlin found the relationships between influencers and brands are crafted through the advertising agencies. After researching careers in advertising, Carlin developed an interest in advertising strategy roles, utilizing his skill in storytelling that he learned during undergraduate education.

During his senior year of college, Carlin participated in the Marcus Graham Project, as a participant of the "ICR8 Winter Bootcamp" in Detroit. Through this experience, Carlin was able to gain experience and exposure in the ad industry. This process quickly cemented his interest in an advertising strategy role. His experience during the Marcus Graham Project allowed Carlin to see a diverse group of professionals working in the advertising. Experiences like the Marcus Graham Project, motivated Carlin to work to create diverse atmospheres within the advertising industry.

While working at Marcus Thomas, Carlin has led the charge of the company's Culture and Inclusion Initiative. This involves creating programs that promote diversity and inclusion within the agency, including sourcing diverse talent.



# chelsea

Like a Roman emperor, Chelsea Ceasor is just trying to build an empire. (Without the patriarchal violence, destruction, and colonial mentality, of course.) Endlessly curious & compassionate, she strives to make work that truly matters in culture. So, she's been on quite the journey as part of the process.

Before becoming a Junior Designer at 72andSunny LA, Chelsea was a production designer at Fjord (an Accenture Design company) in Austin, Texas. She loves the potential to quite literally "create the future" with product design. After Fjord, Chelsea was part of 72U, a 3-month creative residency program within 72andSunny. Out of 300+ applicants, she was 1 of 9 accepted. So, she packed her car, left Austin, took some time to road trip across the Southwest, and arrived in LA ready to create. Eight months later - unforeseen by her at the time - she's still here. Still creating. She values exploration and believes that good ideas aren't limited to one medium or industry, so why should she be?

Whether it's at the office or at home, she's always at work. Because at the end of the day, she wants to create experiences that bring people together rather than push them further apart. Whether that's writing short films that comment on society, inventing and designing new products for communities in need, or anything in between - it doesn't matter. Ultimately, she believes that if you chase after the things that interest you, the right people and tools for the job will fall into your lap. And together, everyone will make a lasting impact.



and

Junior  
72

Designer  
Sunny

# ceasor

# cherish

Cherish hails from the sunny island of Singapore and is now based in Portland, Oregon, working as an integrated communications and media planner at Wieden + Kennedy. Her role harnesses her strategic understanding of the evolution of media through the lens of different audiences to create work that moves and influences culture. In addition, her work for brands like Old Spice has played an important role in pushing for the evolution of branded content through her close partnerships with large media companies like Turner Media, Complex, Vice, Hulu, Twitter, Facebook, Google, and Twitch.

Cherish is constantly driven by the question "What is my purpose in being here and how can I live up to that?" Her personal journey of navigating this industry as a foreigner birthed her purpose in the advocacy of talent of color. She does this in an effort to continuously shatter the limitations that the industry has put on the people who can have a seat at the table. In doing so, she strives to provide the foundational impetus for more authentic and powerful change to exist in the world.

On top of her 9 to 5 job, Cherish is a co-lead in the Asiancy organization, both in the W+K chapter and the Portland chapter at large. The group exists to further connect Portland advertising's Asian and Asian-Americans with one another, strengthen knowledge and ownership of racial and ethnic heritages, and building awareness within their respective agencies and the local community of Portland. She is also a huge podcast fan who will love to break it down with you in a friendly debate over a good meal and some drinks anytime!



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Planner  
Kennedy

Media

Comms

Integrated  
Wieden

# xinyi lee



# daniel

Product  
You

Dan Knapp is a Product Marketing Manager at YouTube, currently based in Singapore covering APAC and Emerging Markets. He works on marketing innovative products like YouTube Live, Community, Superchat, Channel Memberships, and YouTube Go, an app which helps people in emerging markets overcome access and affordability barriers to use YouTube.

Before moving to Singapore, Dan worked on YouTube brand marketing, based in London and San Francisco. His campaigns have been viewed by hundreds of millions of people in over 190 countries, including powerful work on LGBTQ+ identity, the Refugee Crisis, and Gender Equality. His work has been covered by the likes of Adweek, NBC, Bloomberg, Wired, GLAAD, Fortune, The Huffington Post, ET, and Business Insider, and he has also been honored by The One Show, The Shortys, The Drum, The Marketing Society, The Lovies, The Streamys, and The Webbys.

He is actively involved in YouTube's LGBTQ Employee Resource Group (Pride@YouTube), launching the group in APAC. When he's not marketing YouTube, Dan enjoys dancing, cycling, hiking, traveling, and protesting. He lives by the motto "Find a way or make a way."



Marketing

Manager  
Tube

# knapp

Executive  
Global

Account

Assistant  
Geometry



# dayana

Dayana Dominguez is a Ted Talk fanatic, Tasty enthusiast, and amateur yogi. As a daughter of two immigrants and an immigrant herself, she values justice, education, and volunteering. She began her journey in advertising as the first Diversity and Inclusion Intern at Digitas Chicago, where she then earned a full-time position and was able to dabble in SEM and Media. Life was good, but Dayana isn't the type to settle, she took some time to reflect and realized that account management was more of her scene.

Dayana is currently an Assistant Account Executive at Geometry and is overseeing the sampling division for Beam Suntory. When she's not tackling fires, she enjoys implementing processes to improve efficiencies; she is totally a Capricorn. Account Management was a great transition; she gets a thrill from working with different teams all day and managing relationships with the clients.

For the past three years she has dedicated her energy to assisting with D&I efforts, she serves on the committee of Coalesce Chicago as a Communications Lead, and has enjoyed curating Instagram stories for their programming. Dayana is also an active alumna of Chicago Scholars and a huge fan of We Are Next. During her spare time, she explores Chicago's vibrant food scene and relaxes with her dog, Leyla.

# dominguez



# destanee

Destanee Bonds currently serves as an Assistant Account Executive at McCann New York. She assists with production and communications for TJX Companies, parent to retailers T.J. Maxx, Marshall's, and HomeGoods. Her teams lead the charge in creating broadcast, digital, and social content for the HomeGoods brand through various channels and partnerships. Outside of her day-to-day tasks, Destanee is a member of the IPG Women's Leadership Network and assists with internal McCann NY diversity and inclusion efforts.

Prior to beginning her work at McCann, Destanee attended the University of Missouri, where she earned her Bachelors of Journalism. The organizations she led on campus inspired her to apply to the Multicultural Advertising Internship Program, of which she is a proud alumna. Destanee continues to rise up through creating community in the Where Are the Boss Ladies Mentorship Program, connecting and inspiring fellow women of color in advertising. There are many moments when it may appear easier to cave in and silence yourself; moments when it may seem easier to mold yourself into what works for the masses. Destanee believes while obstacles are always present, they must never prevent you from exuding excellence.

When she is not watching documentaries, reading novels, or writing poetry, Destanee devotes her free time to being an active advocate for people of color to be their authentic selves and speak their truth. Her desire is to inspire others to shape their experiences into purpose through faith.



Assistant  
McCann

Account

Executive  
NY

# bonds

# ejeb

As the first of four in a Cameroonian household, Ejeb's upbringing uniquely shaped her dedication to society, desire to do what's right, and change-agent aspirations. A graduate of Cornell University, she rooted herself in scholar-activist work, bridging communications between university administrators and underrepresented communities. Most notably, her work with first-generation student resources was piloted across the Ivy League and has partnered with Michelle Obama's Reach Higher Initiative.

A humanist at heart, her talents lie in creating people experiences fueled by connection and empathy. Ejeb's focus on people and action fuels her success with mid-market clients at Facebook. She's launched multiple conversion lift studies and grown brands to spend \$27MM on Facebook this year (so far). She's represented Facebook at Fearless Conference 2018 and Afrotech 2017, guiding sessions to make marketing knowledge more accessible.

Currently, she consults the Phenomenal Woman Action Campaign on marketing strategy and is building marketing curriculum for Level Up (a Facebook C-suite vetted initiative to spur minority-owned business growth). Ejeb aspires to be a blend of lobbyist, media mogul, and marketer: think Olivia Pope meets Issa Rae. It is her hope that her legacy will evolve tech and media to diminish inequality, increase civic participation, and humanize marginalized experiences.



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# dema



# fanta

Fanta Dicko is a Technology Performance Improvement Consultant at Ernst & Young. At EY, she's responsible for designing and implementing technologies that drive business performance for Fortune 500 companies. Fanta also works as the Product Marketing Manager for an early-stage startup called Jetpack as well as the Director of Web Development for a 501(c)(3) nonprofit organization that provides mentoring and empowerment programs for high school girls.

Prior to EY, Fanta has worked as a Summer Associate for Viacom on the Marketing Strategy Trends & Insights team. She was selected as one of ten to participate in the program focused on digital and emerging media.

In an effort to expand her knowledge of brand strategy, Fanta had the experience of working with brands such as Dunkin' Donuts, Zipcar, Kaplan, and Eatstreet to combine her knowledge of marketing and technology to engage with college students and increase fan-base.

Fanta believes in choosing passion over probability. Growing up with two immigrant parents, she was taught that reaching one's goals is more about one's desire rather than the odds. As a result, she's consistently chosen projects that are aligned with her passions and values. Her long-term goal is to combine her three passions: technology, marketing, and education for girls.



Technology  
Ernst

Performance  
&

Improvement

Consultant  
Young

# dicko

Manager  
o

Specialist  
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Product  
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Business  
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# navarro



Felix Navarro is a Manager on the Business Product Specialist Team within Facebook's Global Marketing Solutions Business. He oversees a team of product specialists that leverage data to gather insights and influence product improvements within Facebook's advertising tools. Aside from his day-to-day, Felix co-manages Facebook's Community Partnership with the Equal Justice Initiative, and he is the Social Good Co-Chair of Facebook's "Latin@" Employee Resource Group.

Prior to Facebook, Felix was an Associate within Goldman Sachs's Compliance Division, specializing in futures and commodities algorithmic trading regulations. Prior to Goldman Sachs, Felix graduated from the City College of New York as Valedictorian of the Division of Social Sciences.

Outside of work, Felix is a motivational speaker who has spoken in front of audiences of 500+ and has won at the Club, Area, District and Division levels of Toastmasters International Speech Competitions. With a focus on empowering our next generation of leaders, Felix is in the process of establishing a nonprofit to be called "Voices Empowered," which will focus on empowering underprivileged youth with the confidence and leadership associated with an expertise in public speaking. On his down time, Felix can be found salsa dancing, scuba diving, riding his motorcycle, or visiting family in Florida.

# felix



# fontaine

Fontaine roots herself in authenticity, consistency, and generosity. As the granddaughter of a Holocaust survivor and daughter of a former politician, she learned early to rely on the strength within her own voice, need for social justice, and the power that lies within strengthening our community through public service. These lessons have afforded her the opportunity to create her own path, helping to shape the views of others through public relations. As an Account Executive at Ogilvy, she works in the social change sector to enhance the understanding and bridge gaps between the nation and various government organizations.

Her professional accomplishments include chartering the Ogilvy Young Professional Network in Washington, D.C., leading the development and execution of multiple virtual reality experiences, but most importantly, investing in minorities and advocating for them within the field of public relations, advertising, and technology. As a woman of color, Fontaine does not have the privilege of being silent. However, it is her distinguished honor to stand and speak on behalf of people of color, advocate for them, and pave the way for those who are preparing to follow in her footsteps.



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# bland

Coordinator  
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# gabriela

Gabriela is a first-generation Salvadoran-Mexican-American and self-proclaimed jack of a lot of trades, master of maybe one. As an undergraduate at the University of Texas at Dallas, Gabriela spent the majority of her time involved with organizations aimed at empowering students of color. For three years, she worked at (what is now) the Galerstein Gender Center of UT Dallas, whose goal is “promote a prosperous environment, representing and emphasizing the needs of women, LGBT+ people, and all communities facing gender-based oppression.”

She is currently a Social Media Coordinator and has worked on a diverse range of clients and projects, including launching influencer campaigns, community management, running paid social media campaigns, and more. In addition to her role at Dieste, she is an editor on the in-house publication Provoke Weekly, where she has helped bridge media and cultural insights.

As an undergrad and now a young professional, Gabriela has translated her passions for the empowerment of WOC, LGBT+ peoples (and the intersection of those identities), and media into dialogues about identity at Dieste. Gabriela is driven, passionate, and believes in the power advertising for good, and her own impact on the industry.

# sosa



# grace

Grace Sun is a Creative Strategist for entertainment across North America at Facebook and Instagram. In this role, she builds creative campaigns with brands that aim to connect audiences with the stories, communities, and cultural moments that matter most to them. She works across film, television, streaming, branded content, sports, and publishing with the goal of using the most innovative technology and creative ideas to bring entertainment content to life across Facebook and Instagram.

She has collaborated with companies such as Disney, National Geographic, Condé Nast, and HBO. This year, at the Sundance Film Festival, she helped to launch the Facebook SEEN program, an initiative designed to promote inclusivity in film and to support independent filmmakers from underrepresented communities.

She graduated from Harvard University, where she majored in Psychology and Government, and interned at publishing brands such as Glamour Magazine and Refinery29. Before joining Facebook and Instagram, she was a Communications Specialist at Google, where she led the global marketing campaign for college recruiting, showcasing Google's impact, culture, and scale.



Creative  
Facebook

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Strategist  
Instagram

# sun

Strategist  
McCann

Media  
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Social  
MRM

# hines

# greg

Greg is a Social Media Strategist who works with brands to build meaningful relationships with people. Greg knows the right social media strategy gives a brand purpose and identity. His expert content strategies, grounded in social listening insights, have garnered astounding results. For example, the launch of an evolved Twitter voice for IHOP earned a 35% increase in earned user-generated conversation.

Greg holds a Bachelor of Arts degree in Strategic Communications from Penn State World Campus, which he completed while traveling throughout North America as a professional dancer with Sesame Street Live. Additionally, Greg interned between touring contracts at Young & Rubicam NYC through the MAIP Fellowship program.

At MRM//McCann, Greg has progressed through four roles in just two years. From Front Desk Receptionist to Social Strategist, Greg's achievements can be attributed to his drive to excel at any task set before him. In addition to his professional achievements, Greg is a Diversity and Inclusion Ambassador for MRM//McCann East. As a creative and comedic outlet, he also co-hosts a podcast focused on Black influences in popular culture.





# iliana

Iliana Ortega is an Afro-Latina first-generation college graduate with a dual degree in Communications and English Literature. A naturally curious person, Iliana can often be found elbow-deep in a search for clarity on a subject, be it understanding the symbolism in a classic piece of literature or trying to understand the origins of the latest viral meme. Her curiosity and empathy have not only led to the creation of great client work, but also to getting more involved within social justice movements and fighting for the rights of those within marginalized communities.

Along with creating great work for clients, Iliana's goal is to change how we attract talent of color in advertising and to make it more accessible to those from lower-income backgrounds. Her dream is to create spaces for students who didn't go to name-brand colleges, so that they can succeed and overcome the barriers to entry within advertising. As a Multicultural Advertising Internship Program (MAIP) and Most Promising Multicultural Student (MPMS) alum, Iliana has seen the importance of initiatives that open the door for students of color. Iliana aims to use her voice and personal story to challenge the status quo and foster change.



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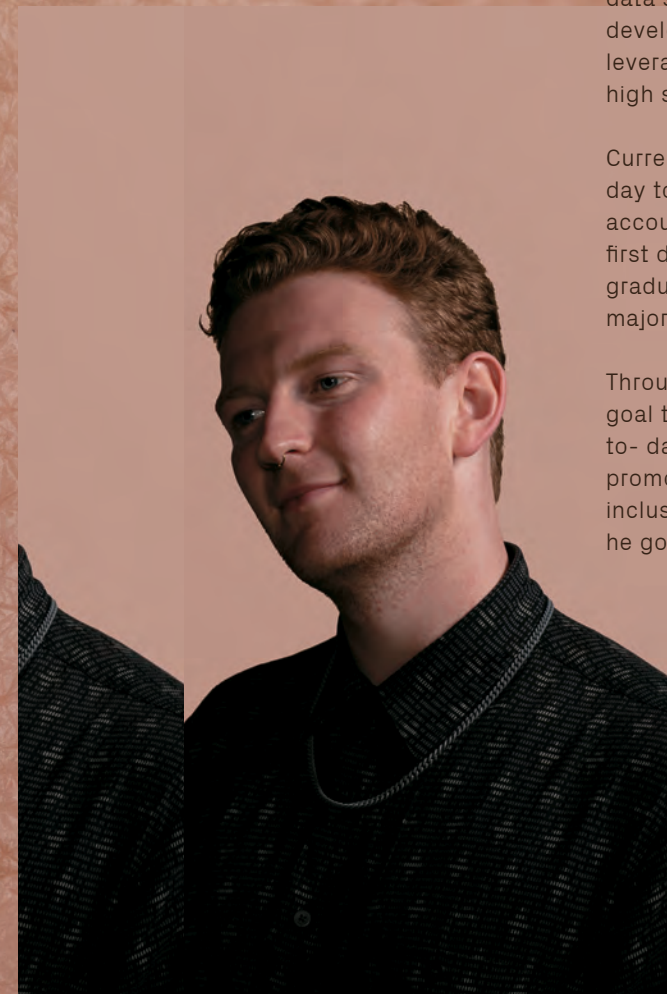
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Partners

Analytics  
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Silverstein

Research  
Goodby



# sloman

# jack

Jack Sloman is a Research & Analytics Strategist at Goodby Silverstein and Partners, passionate about using data to develop better content, uncover deeper brand insights, and identify audience passion points. Jack's background in design gives him a unique perspective on how data strategy can be used to enhance creative development. Outside of work, he enjoys leveraging Instagram to prove to everyone from high school that he is actually cool now.

Currently he is based in San Francisco working day to day across both the Xfinity and Cheetos accounts, along with managing Voices, GS&P's first diversity and inclusion program. Jack graduated from UC Berkeley with a double major in Media Studies and Political Science.

Throughout his career he has made it a personal goal to incorporate social justice into his day-to-day work. In particular, he wants to continue promoting diversity in creative and to build more inclusive workplaces. Also, he wouldn't complain if he got a few new Instagram followers along the way.



jesse



The most difficult item to bring to light in a resume isn't what's been achieved, but displaying the adversity overcome to reach these achievements. I'd love to use this space to tell you of my accolades, but there isn't anything more meaningful I can share other than who it is I am and what I represent.

I'm a Mexican-American male raised in Houston, Texas, by a single mother from Monterrey, Nuevo Leon. I did not grow up with additional courses to keep me up to date in school, or a male role model to motivate me to be in school. I overcame more struggles than I'm able to comfortably speak of. Whether it was the welding jobs at 14 or supporting my mother financially while putting myself through college, I am where I am because of my work ethic.

I don't believe I'm extremely smart, or a great speaker, or a fast learner; I believe I've come from where I come from to where I am because I've worked and continue to work for it. With the support of ADCOLOR, I'd love to continue working to improve our industry.

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Team

Lead

Intern  
LLC

Strategy  
Translation,



As a Gemini, Joon has an innate thirst to maintain creativity and excitement amidst an increasingly routine and predictable world. As a strategist, Joon is incredibly grateful that the world of advertising and media will provide a conducive environment to cater to that Gemini need. Joon firmly believes that brands play a pivotal role in shaping the narratives of historically marginalized and underrepresented communities. Through brand strategy, Joon is excited to f\*ck sh\*t up and reshape the status quo.

In Joon's off-hours, you can find Joon reading Teen Vogue. While in college, Joon was one of the founding members of GLAAD's Campus Ambassador program and is a recipient of GLAAD's first Rising Stars Grant, which annually honors LGBTQ+ changemakers across the nation. Since then, Joon been featured in publications like Seventeen, Teen Vogue, and the Huffington Post, where Joon continues to bring visibility to the next generation of leaders. Stay updated with Joon's latest advocacy project on Instagram @joonyoungpark.

park



kristen

Kristen Ingram is a public relations and communications professional who supports global biotechnology and pharmaceutical companies as an account executive at FleishmanHillard. Her organizational, writing, and analytical skills help clients communicate data milestones and drug approvals, as well as raise disease awareness. Kristen provides valuable onsite client support due to her crisis management and interpersonal skills. Kristen’s strengths include media strategy and relations, media monitoring and analysis, material development, and project management. Kristen has experience in oncology and genetic blood disorders, amongst other diseases.

Along with her professional endeavors, Kristen is passionate about impacting her community through social change and empowering the next generation. She was appointed to lead the diversity and inclusion efforts at FleishmanHillard Kansas City. She demonstrates her leadership skills by serving as an intern supervisor and mentor. While not at work, Kristen volunteers her time as a Girl Scout leader.

Kristen earned a Bachelor of Arts degree in marketing and communications from Vanderbilt University, with a minor in Spanish.



ingram

PR  
FleishmanHillard  
Account Executive

natalia

Natalia is a Media Planner at Wieden+Kennedy on the Old Spice team. Previously she worked on the paid social team for Bank of America at GroupeConnect. As a not-so-recent graduate of Advertising and Psychology from the beautifully weird University of Texas at Austin, finding solutions to advertising problems is her passion. This was strengthened by her experiences in the Texas Media program, where she got to experiment with real-world budgets and clients in a creative, yet analytical environment.

She is a mix of a salsa-dancing Colombian and a “y’all”-saying Texan. If Natalia is not at her sticker-covered computer, you can find her enjoying the outdoors on her bike or binge-watching Arrested Development. She loves talking to new people, because everyone has a story to share, and she definitely has a few.



Planner Kennedy  
Media +  
Associate Wieden

naranjo



nicole

Nicole is a native New Yorker, travel enthusiast, brunch lover, and Solange fan.

Nicole’s first foray into advertising was an internship at Ogilvy while she was a junior in high school. Her time at Ogilvy led to her decision to pursue a career in advertising. She received a Bachelor of Science in Integrated Marketing Communications from Ithaca College.

After Nicole graduated, she was selected to participate in the International Radio and Television Society summer fellowship. She then secured an internship at Spotify, taking a leap into the tech world. Nicole is currently an experienced sales coordinator who works with clients to help them realize the power of Spotify.

For Afrotech’s first event in New York City, hosted by Spotify, Nicole was the event operations lead with the objective of increasing diverse hires in the engineering and media professions. She is currently on the programming committee for Spotify’s “The Opening Act Roadshow,” visiting HBCUs with the goal of creating a pipeline of early talent in tech.

Nicole hopes to impact the evolution of her industry by being involved in programs that allow her to lead change, share her opinions, bring diverse voices to the table, and open the door for others along the way.



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nikki

Originally from Daphne, Alabama, Nikki Moorer graduated from the University of Pennsylvania and now lives in New York City. Nikki is currently a Media Planner at Ogilvy, where she plans and executes digital advertising campaigns for clients including UPS, CareCredit, and Iberostar Hotels and Resorts. Within her first year as an assistant, Nikki was tasked with leading a challenging and short staffed account. However, Nikki stepped up to the plate, led the (limited) troops, churned out client deliverables on time, and was ultimately promoted to a Media Planner position within five months of being on the account.

Nikki’s accomplishments stem from her innate optimism and drive, and she goes after every goal with enthusiasm and her infectious smile. Outside of advertising, Nikki is also a certified Zumba instructor, a recent ukulele enthusiast, and a Blasian. What’s a Blasian, you wonder? Well, just ask Nikki.



# nimra

Nimra Haroon, a Pakistani-American-Texan and communications activist, brings a multi-disciplined background in advertising, brand strategy, and nonprofit management to +GMMB's account and earned media team in Washington, D.C. Nimra embraces her textured heritage, socio-cultural experiences, and mission for social justice to deliver account, earned, and social media success to her cause-driven clients.

Prior to moving to Washington, D.C., from Houston, Texas, Nimra interned in the communication and nonprofit sectors, with organizations like NPR, The Black Sheep Agency, and Houston Arts Alliance, providing marketing, brand, and project management support to teams. Nimra is a 2016 alumna of the 4As Multicultural Advertising Internship Program (MAIP), where she interned at Team One in Los Angeles. She was a part of the American Advertising Federation's 2017 Most Promising Multicultural Students (MPMS) class, one of ColorComm's nine inaugural Fellows, and a LAGRANT Foundation Scholar.

Nimra is committed to advancing gender and racial equity in the workspace and is an active member of the advertising and marketing community and its many organizations to recruit, recognize, and sustain diverse talent in the communications industry. In addition to working at GMMB, Nimra is attending Georgetown University, where she is obtaining her master's degree in Integrated Marketing Communications.



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A first generation American by way of Ghana, Paanii is a charismatic and driven leader.

At Leo Burnett, Paanii accomplished many feats in his time at the agency. He started on the Intel account, where he helped launch a Global digital point of sale retail solution. Transitioning to Samsung, Paanii worked on global brand advertising that has won multiple awards. He rose to the level of Senior Account Executive, just after three-and-a-half years at the Agency. Paanii also is very passionate about diversity in the marketing/advertising field and recently helped launch an African American Employee Resource Group at Leo Burnett.

He has recently accepted a role as a Brand Executive at Wieden + Kennedy on the Nike Account.

His passion is to help people realize their full potential; in their personal lives and professional careers. He lives by the mantra "Be the best you, that you can be". To fulfill his passion, Paanii is an active mentor to aspiring marketers and advertisers. His relentless work ethic is attributed to his goal to open up his own consulting firm in the future to help small businesses.



# paanii



# raquel

Currently located in the pacific northwest, Raquel is a Graphic Designer at Hasbro, most recently awarded The One Club / MAIP Creative Fellow of the Year for her time as an Art Director Intern at WongDoody. She's constantly learning, and her newest-found passion is in motion graphics. Raquel is currently a mentor for students this year applying for the MAIP program at her alma mater. If she had it her way, her title would be professional treasure hunter because of her passion for thrift-shopping for vintage items on the weekends.

Raquel's most notable campaign work comes from her involvement with Advertising for Change ATL and Reset the Code at the University of Oregon. Through her work, she strives to shine a light on issues that people don't realize exist outside their own life. Raquel believes finding the right mix of strategy, emotion, and storytelling has created some of her best work.

In the near future, Raquel plans to grow her career on the West Coast while giving back through her work and inspiring young creatives to pursue their dreams. She is always open to new passion projects and opportunities.



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Samyu Murali is an Art Director from Chennai, India. She chose a career in advertising because it allowed her to pursue her love for both psychology and design. After graduating with a Masters from Savannah College of Art and Design in 2016, she moved to Austin, Texas, where she works as an Art Director at Wunderman.

As an immigrant, she brings a unique outsider perspective that she applies to her everyday work. Murali's artistic process is rooted in understanding people and their needs and creating ideas that fulfil these unmet needs. She is passionate about creating work that is memorable, has big-picture significance and, most importantly, makes a positive impact in people's lives.

When she's not pushing pixels, Murali enjoys breakfast food, hikes through national parks, puns, and taking way too many photos.

# murali



# sandy

Junior  
McCann

Sandy Sanchez is a Junior Copywriter at McCann New York. A Salvadoran-American originally from Texas, she graduated from The University of Texas at Austin in 2017 and then moved to NYC, where she bounced from apartment to apartment for months until finally settling in East Williamsburg.

She's a two-time MAIP Fellow and has interned at DDB Chicago and Y&R NYC, where she ended up landing her first post-grad job. Lover of all forms of writing, Sandy is also on the editorial team for Novella, a women's writing salon in New York City. She loves to overshare, so she's been published on Refinery29 for her money-spending habits and on Man Repeller for her untamable frizzy hair.

She wants to see more women of color in advertising, especially in creative roles, so she's a mentor at Women Who Create, a program for creative women of color. On weekends, Sandy is usually in SoHo eating a slice of pizza (and getting sauce all over her face), taking French classes, Tweeting, and buying plants. Talking in third person makes her feel detached.

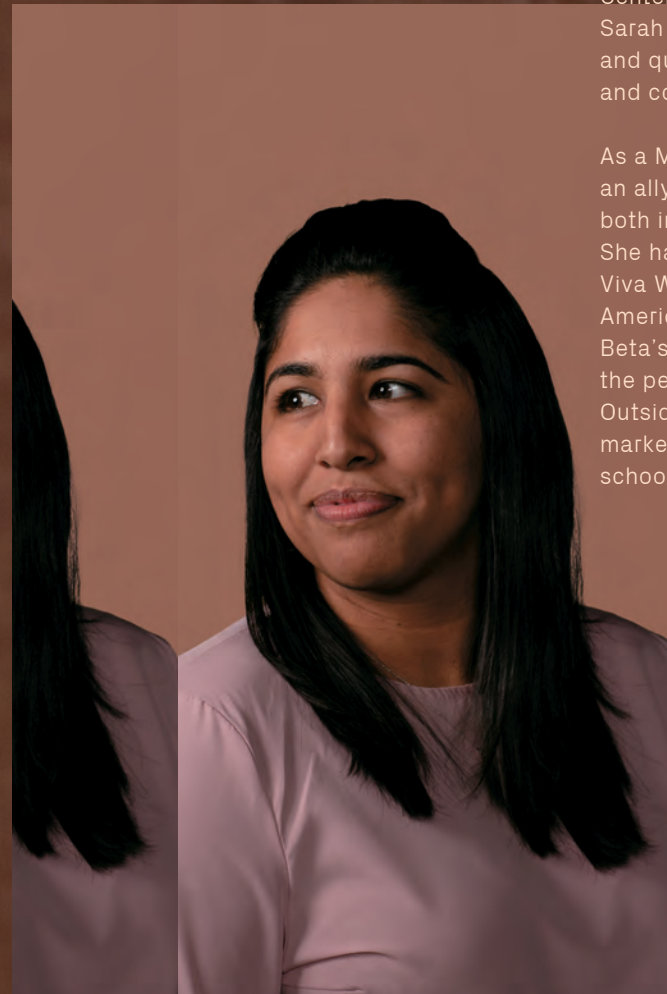


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Copywriter  
York

# sanchez

Associate,  
S a p i e n t  
Marketing  
& Strategy  
R a z o r f i s h  
Analysis



# sarah

Sarah Dossani is an Associate of Marketing Strategy & Analysis at SapientRazorfish, infusing her passion for dynamic storytelling and uncovering human truths in marketing strategy. Constantly asking “why,” she contextualizes, deducts, and extracts insight to uncover human truths. Sarah seeks to solve clients' challenges by making the complex, clear, to deliver strategic thinking that leads to success.

Over the course of her career thus far, Sarah has provided strategic direction for clients across multiple industries, for clients such as Freddie Mac, Bridgestone Tires, International Market Centers, UPS, Dove, and SunTrust. In her role, Sarah provides insight by conducting qualitative and quantitative research, and analyzing industry and consumer trends, behaviors, and attitudes.

As a Muslim-American woman of color, Sarah is an ally who advocates for diversity and inclusion both inside and outside of her professional life. She has served as a committee lead for Publicis' Viva Women of Color and a team member for the American Advertising Federation and Zeta Phi Beta's “Change the Narrative” initiative, analyzing the pervasive depictions of Black women in media. Outside the industry, Sarah proudly stands as the marketing chair for a national nonprofit for high school students, Muslim Interscholastic Tournament.

# dossani



# shelby



Shelby Clayton is a Client Account Manager at Twitter in New York City. She is responsible for collaborating with Fortune 500 advertisers to understand their objectives, recommend best practices, and develop effective campaigns. Previously, Shelby was a Programmatic Analyst at ESPN, where she provided programmatic solutions to the Digital Account Executives within the Customer Marketing and Sales Department.

Shelby has been featured in multiple media outlets. Most notably, she appeared live on CNN as a Generation Y panelist with Don Lemon, Poppy Harlow, and Jim Sciutto. During her time on CNN, Shelby gave her perspective as a millennial on issues such as race relations and the Middle East crisis. Shelby has also been featured in the Disney Professional Internships campaign, appearing on marketing materials for the highly renowned program.

Shelby graduated cum laude from the University of Georgia's Grady College of Journalism with a degree in Advertising and minor in Sociology.

In addition to Shelby's career in media, she has a passion for sports, as she roots for the Cleveland Browns and Georgia Bulldogs every fall. She enjoys volunteering at community events and spending time with her friends and family.

# clayton

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# taylor



Taylor Brodie is a vibrant, passionate leader who understands the impact of connection and the value of empowerment. Upon earning her Bachelors in Journalism from the University of Missouri, she was awarded mentor of the year through the National Association of Black Journalists, an organization that supports Black Journalism majors as they prepare for their careers in media and advertising.

She is an alumna of the Multicultural Advertising Intern Program (MAIP), which exposed her to strategy internships at BBH New York and Arnold Worldwide Boston. Through these internships, she facilitated quantitative and qualitative research while developing cultural insights and strategic direction for brands like PlayStation, Progressive Insurance, CFP, and Jack Daniels. These opportunities fueled her passion for strategy and pursuit to become a Brand Strategist at Arnold Worldwide.

Within her first seven months at Arnold, she implemented efforts to help others Rise Up. As the strategic lead, she raised awareness for female equality with The Empower Pit—an interactive metaphor for corporate female leadership—at Boston's tenth-annual Women's Leadership Forum. Currently, she's spearheading a new internal organization at Arnold called Let's Talk About which helps employees discuss societal issues and topics that are often left at the door.



taylor

Taylor Reeves has always been passionate about all things creative. She began her career in advertising back in 2013 and hasn't looked back since. Well-versed in the industry, she's interned at agencies across the nation like R/GA SF and Ogilvy NY.

Originally from Maryland, she moved to New York with the dream to learn all she can about the discipline from St. John's University. An Alpha Delta Sigma Honor Society member, National Student Advertising Competition participant, and 2017 MAIP Fellow, Taylor is truly a student of the craft. A copywriter by day and photographer by night, she also specializes in shooting events, content for brands, and lifestyle portraits for influencers.

As a black woman, she recognizes the importance of reaching up to make a change for those who are often overlooked in the market. She's ready to build diverse and inclusive communities in creative spaces while using her skills of copywriting and photography to help lead the conversation. When Taylor's not creating, you're guaranteed to find her eating at Smorgasburg in Brooklyn, NY.



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Tiona Langley is passionate about people. Prior to graduating from the University of Central Florida with a degree in Writing and Rhetoric, Tiona began her career by writing for social change across genres, from grants for nonprofits dedicated to feeding the homeless, to newsletters on behalf of the Mayor of Orlando, with press releases, film treatments and theses in between. She decided to pursue a career in advertising.

In 2015, during her MAIP internship, Tiona realized that she was interested in producing, and began to shadow producers in Chicago, deciding on a career change by the end of the summer. Her interests and skills intersect in her career as a producer, previously at Google Creative Lab in New York City. She currently lives and freelances in Los Angeles.

While working at the Creative Lab, Tiona has taken an active leadership role in diversity and inclusion initiatives, including producing the first ever ADCOLOR + Google Creative Lab Hackathon, working closely with the LGBTQ+ Center on the Stonewall Forever archival project, and a project featuring Notable Women. Her desire is to continue to exist in and create spaces where everyone's experiences are valid, but most importantly, heard.

\*Tiona also bakes a mean sweet potato pie.









