

BSOS ALUMNI CAREER PROFILE: DIGITAL STRATEGIST

CAREER THE TURTLE
...because **SUCCESS** starts here.



Geneva Kropper '16
Digital Strategist, New Blue
Interactive
Degree: B.A. Government and
Politics & History

What do you enjoy most about your current position?

I love the multifaceted nature of my work as a digital strategist. Currently, I work with six different clients -- including a progressive labor PAC and a moderate Democrat running for re-election in the Midwest. Each of my clients has a unique base of supporters, and I am responsible for designing distinct strategies that appeal to each base. My job is part writing, part psychology, and part statistical analysis focused on the results of our campaigns -- so I'm never without something to do!

What is a typical day like in your position?

No day is the same! On any given morning, I could be designing social media advertisements, analyzing the success of a previous fundraising email, or listening to a candidate for Congress tell me why they're running for office. Much of my work is designing and writing fundraising campaigns, which requires me to keep up-to-date on the hot topics of the day, and figure out which will best resonate with voters.

Which undergraduate experiences did you find most helpful in preparing you for your current position?

My internships were incredibly helpful in preparing me for my current work. By interning in D.C., Annapolis, and Texas, I was able to learn how to communicate with voters (and potential employers) both inside and outside of the Beltway. I encourage everyone to do as many internships as possible, to learn all about the different career opportunities that are open to Maryland graduates.

How has your coursework helped you in your current position?

My job is very writing-intensive, and my success as a writer is due to the superb mentorship of my college professors -- especially Drs. David Karol and Frances Lee, and my thesis advisors, Drs. Holly Brewer and Richard Bell. Taking classes with these incredible scholars taught me how to write clearly and concisely, in a way that translates as well in my fundraising emails as it did in the classroom.

Job or internship advice?

Start interning as early as possible, and don't be afraid of networking! D.C. politics is built on connections -- but not the kind formed at stilted networking mixers in university ballrooms.

- Form genuine friendly connections with people, and they'll remember you as someone they would like to work with.
- Seek out one-on-one time with professors, internship supervisors, and recent grads. It's absolutely acceptable to ask any of these people to get coffee with you and chat about your career.
- As you get closer to graduation, plan as many of these coffees as you can.

Final advice?

As a student at a big university, there are nearly unlimited opportunities to socialize, participate in fun extracurriculars, and sunbathe on McKeldin Mall -- but don't take your eye off of the ball. The ultimate goal of college is to prepare for the workplace, and students who start thinking about their career early on typically end up much happier post-college than students who put their college life first. Focus on attaining academic and professional success, and you will set yourself on a strong path for the rest of your career.