J452 – Career Plan – April Galvan

**APRIL GALVAN CAREER PLAN 2010-2020**

**SUMMARY**

I am a personable, self-motivated, reliable and responsible young woman. I love to keep busy with projects that interest me and show my strengths. Finishing my last few classes, graduating from college and earning an internship position are my top priorities right now. Ultimately, I would love to work with entertainment PR in Los Angeles, California.

**VISION**

I am a senior at the University of Oregon. I am about to graduate with a degree in both Spanish and journalism: public relations, and a minor in business administration. I am passionate about the work I do, especially journalistic work. I am bilingual, which I think gives a competitive edge. I am a fast learner and a great mutlitasker. I am responsible, and I prioritize my responsibilities accordingly. I want to work within the public relations industry, specifically within the entertainment industry. For now, I would like to start off with an internship for the summer. I am hoping to gain a better understanding of public relations and more hands-on experience that will strengthen my writing and communication skills. After graduating in December, I would like to move to Portland to pursue a career in public relations. After gaining more experience in Portland, I would like to move back to southern California to continue my career, but this time, within the entertainment industry if Los Angeles.

**MARKETING STRATEGY**
My target job market as of this point is somewhere within either the corporate public relations or public relations agency market. New social media is an ongoing trend with these industries and many others. Experience with these types of new social media is key to having a head up on competitors. While I am proficient in many types of social media, I should spend more time learning them in order to strengthen my skills. Things such as twitter, blogging, personal web pages or website, etc are a few among many other forms of social media. Having experience with these forms of social media, internship experience, and being bilingual are just a few of my strengths. By setting aside time each week, I can search the job market to see what available jobs interest me. I could make a list of possibilities, further research them, and then apply. One employer that I am particularly interested in right now is the American Cancer Society. A few possible rainmakers are my brother and his two best friends who have all worked within the media industry in Eugene, Portland and Seattle. I would compel employers to take an interest in me by putting my skills out on the table for them to see. I can update my resume and portfolio so that my skills are clearly shown.

**FINANCIAL MANAGEMENT**

For the work I would be doing and considering all of my living expenses – rent, utilities, car payments, gas, clothing, groceries, etc. – I would probably want to earn roughly $45,000- $52,000.

**CAREER MILESTONES**
Some career milestones that I would like to achieve within the next 10 years are as follows: For the remainder of 2010 would like to be an intern for a non-profit organization, paid or unpaid. Following that, and graduation, in 2011, I would like to be employed by a PR agency – preferably in Portland – and be an account assistant. I would like for that to possibly turn into a director or public relations coordinator. After, by the end of 2013, I would like to work for a PR firm in Los Angeles as their public relations coordinator working in the entertainment industry. After some time there, I would like to be promoted – maybe somewhere in early 2015.

**OPERATIONS**
For my job search operation, I will make sure that I have various platforms on which I will be able to establish myself. I will use social media – twitter, blog, website with an online portfolio, etc – to showcase my talents, interests and strengths. I will manage my times wisely so that I can make sure to network and set up contacts that will be beneficial. I will do this by devoting a few hours a week to update my social media, e-mail those I know, and look up those with whom I would potentially like to be in contact. These hours will also be devoted to follow-ups, revising and updating my résumé, cover letter and portfolio, and obtaining letters of recommendation. I will make sure that I have a calendar of events and a personal calendar to keep myself organized.

**EVALUATION**

I will measure my plan on its effectiveness. If I meet my career milestones, and stick to my schedule and things seem to be going well, then I will know that my plan has been effective. Otherwise, I will see what needs improvement and go along with adjustments as needed.