

Love writing, editing, designing or all of the above? Consider joining the ICON committee!

For more information about the ICON, contact Matt at MatthewKaye1@yahoo.com

Director: Matthew Kaye

Assistant Director: Myriam Robinson

STAFF

THE ICON

Follow us!



TWITTER CONTEST



Tweet your best caption for this picture to @ufadsociety, and you could win a prize!

Winners will be announced at the end of the meeting.



Facebook.com/AdSociety



Twitter.com/UAdSociety



Search UAdSociety

EVENTS AND PLACES

TONIGHT

After-Meeting Social at Tijuana Flats; Join us for a few rounds of FREE beer, chips & salsa!

Upcoming Meetings*

October 2nd– LIT 109
October 17th– CSE A101
October 30th– TUR L007
November 14th– CSE A101
December 4th– CSE A101

*Meetings begin at 6:15 p.m.



THE ICON

VOLUME 7 / ISSUE 1

September 19, 2013

Welcome Back
How will you stand out?

Summertime Madness
Members get hands-on experience in the advertising world



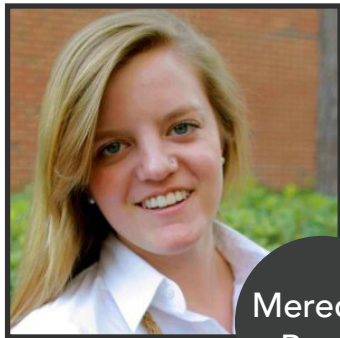
Dayana Falcon

Global Associate for Marketing and Partnerships at BPN
Follow her @dayanaf



Mad Men and Women *in the making*

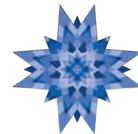
This summer Ad Society members made big moves from the city that never sleeps to the swamp we all call home. Check out the valuable experience our members gained on and off Madison Ave below and for their full stories visit our blog at UFAdSociety.com



Meredith Rowe



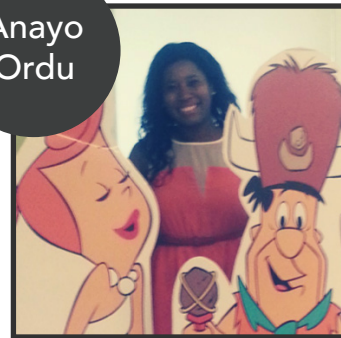
Working overtime everyday isn't such a drag when you get to work with awesome brands such as Starbucks, Orbitz, Guinness, Red Strip and Parrot Bay.



MediaVest™

Crunching and analyzing numbers during the day; exploring the sights and sounds of New York City during the night, Anayo's first internship experience was anything but boring.

Anayo Ordu



Sydney Linthicum

Chris Burg



"Getting digital" right here in Gainesville, Sydney and Chris proved you didn't have to leave the swamp this summer to get experience from an internationally known company.

TONIGHT'S SPEAKER

Dayana Falcon grew up in Miami where the warmth and electricity rubbed off on her starting at an early age. Being the first in her family to attend college, she chose the University of Florida where she majored in Advertising. Dayana has been described as pioneering, energetic, and enthusiastic and her greatest strength is her ability to network. As she continues to grow in her career, Dayana is always eager to expand her reach in the world of marketing and advertising.

Dayana Falcon

Global Associate for Marketing and Partnerships



While completing her Bachelors of Science in Advertising, Dayana was a true leader, serving as the VP of Internal in AdSociety. She remained active in the community throughout her time at UF and also participated in organizations such as the College of Journalism and Communications dean's council, DANZA Premier Dance Company and Kappa Alpha Theta sorority. As a result of her hard work, Dayana had the opportunity to intern for Initiative WW in their digital department during the summer before her senior year. Upon her graduation, Dayana began her dynamic career within the IPG Mediabrands family as an Assistant Media planner in the Initiative LA office.

Today, Dayana serves as the Global Associate for Marketing and Partnerships for the newly formed media agency BPN. Dayana has been with BPN since its inception in September 2012, when she was hand-selected by global CEO Mauricio Sabogal. As a result, she was relocated from Los Angeles to New York City to help launch the media agency. Dayana has quickly become an influential leader at BPN with a wide-range of responsibilities, including business development, marketing, and partnership development. In addition to her position at BPN, she is heavily involved in the New York advertising community. As a member of the Advertising Women of New York (AWNY), Dayana serves on the Young Executive committee as well as the Advertising Career Conference committee. Within the IPG family, she also holds the position of Professional Development Co-chair for the Women's Leadership Network.

Through hard work and determination, Dayana has leveraged every opportunity at her disposal to advance her career far beyond her age. At only 24 years old, there are no limits to what Dayana can achieve in the advertising industry and beyond.



Notes

MEMBER SPOTLIGHT



It could be you! Want to see your beautiful/handsome face in the ICON? Stay involved by attending meetings, working with your committee, attending events and going the extra mile for Ad Society. You know that old saying, "You get out of it what you put into it?" Well, that is very true of Ad Society, and it's great to see our members get involved. We'd love to honor you in the next ICON. Get noticed!