

**LET'S MAKE AN
INFOGRAPHIC!**

#StuffAdMajorsSay





MEMBER SPOTLIGHT: KELSEY FROST

By Gabriela Ramos

Kelsey Frost is a member of Ad Society's Public Relations committee and a historian in the Italian Student Association. On top of being involved in school, she works as a Sales Associate at White House | Black Market, where she helps customers leave more stylish than ever.

Kelsey hopes to get her hands on an internship in an advertising firm this coming Spring semester. She sees herself working in a smaller firm in the future, maybe in Tampa or Atlanta.

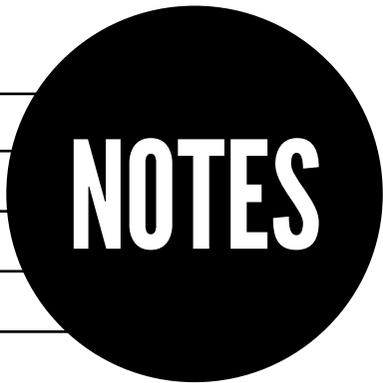
One of her main goals is to broaden her horizons with travel. She wants to see the world and experience as many different cultures as possible, aiming to spend some time in Italy.

When she's not taking pictures of her corgi, Winston, Kelsey spends her time sewing, knitting, west coast swing dancing and trying out recipes with her friends. She loves getting in touch with her creative side and can't wait to work on different projects this winter break.

Though Kelsey can't go back home to Pensacola for the holidays due to her job in retail, she still looks forward to this season. Not only was she excited to see Pumpkin Spice Lattes back on Starbucks' menu, but she is also eager to work on the holiday video with Internal Productions. Her favorite part of the season, however, is wearing cute winter clothes without dying of heat exhaustion.

Ad Society is happy to have Kelsey and her creativity on our team and can't wait to see where she goes. Bravissimo, Kelsey!





TONIGHT'S SPEAKER: HARRISON WINTER

Harrison Winter attended the University of Miami, where he got his BBA in International Finance and Marketing and International Relations.

After school, Winter held several internships and then began working at McGarry Bowen. He was with McGarry Bowen for nearly two years, first as an account supervisor and then as an account director. Before working at mcgarrybowen, he worked as a content manager at Crispin Porter + Bogusky.

He ultimately left McGarry Bowen to start his own branded content agency called Co.MISSION Content Group, which he started in April of this year.

According to Winter, "the future of marketing and media lies in creating engaging content that can be shared around the web."



WE ARE ALL EXCITED FOR THE TACKY SWEATER PARTY:



Meredith Rowe @mererow

20m

So glad I have the @UFAdSociety tacky sweater party to which to look forward after this awful week #photoshopforhours #presentations



Natalie Weiffenbach @ngw_

now

So excited for @UFAdSociety's tacky sweater party! I love being an eyesore.



Alex Davis @asdavis_

1

@UFAdSociety I can't wait until the Tacky Sweater Party! My sweater looks almost as bad as the Noles did Saturday. #Nolololes

STAY IN THE LOOP



TONIGHT:

After-Meeting Social:

Tacky Sweater Party

Join us for holiday food, merriment and tacky garb!

MARK YOUR CALENDARS

Spring Meeting/Trip Dates:

Thursday, January 24

Wednesday, February 6

Thursday, February 21

Friday, February 22 – Orlando Trip

Wednesday, March 13

Thursday, March 28

Wednesday, April 10

TWITTER CONTEST



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

the **ICON**
staff

Director:
Natalie Weiffenbach
Assistant Director:
Wesley Gates
Staff:
Gabriela Ramos