





MEMBER SPOTLIGHT: KAYLA WISNIEWSKI

Kayla Wisniewski is an account executive in AdWerks on the Blue Gill account where she is a liaison between the client and her creative team. It is her job to relay what the client wants to her team in order to brainstorm and produce the best product possible. Basically, Kayla's job is all about keeping the client happy. Kayla is also a member of Zeta Tau Alpha where she held the advertising position for the Zeta Linedance.

Before transferring to the University of Florida, she attended the University of Central Florida where she was a part of student government for two years, serving as advertising chair her freshman year and president of the student body her sophomore year.

Kayla decided that the field of advertising was where she belonged after doing a public relations internship her sophomore year of college. This year she was chosen as a finalist for the Multi-Cultural Advertising Internship Program and will find out her placement at the beginning of March. (She's hoping for New York or Chicago. Cross your fingers for her!)

Kayla hopes to become an AdWerks director her senior year and obtain small internships in Gainesville so she can work on her resume while finishing up school. Once she graduates, she hopes to be hired as a junior ad account executive at a respected ad firm.

Kayla's favorite ad campaign is Dove's real beauty campaign. (If you haven't seen it, google it!) She felt the strategy and intention behind the campaign were genuine and empowering and appreciated Dove's attempt at raising the self-esteem of women.

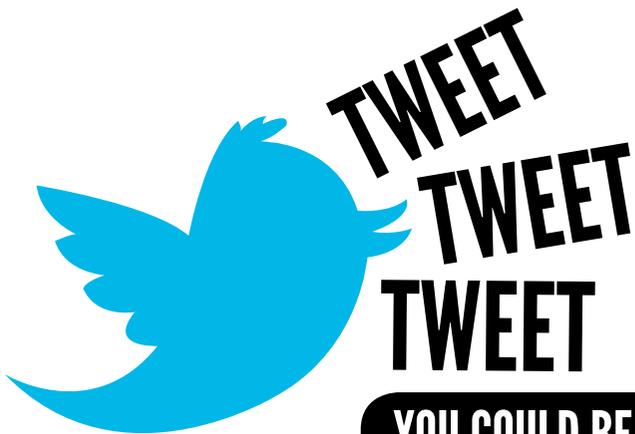
Kayla is a super member of Ad Society, and if she could get any more super, she would like to have the power to teleport. She wants to see the world, and she's an instant gratification kind of person. In Kayla's words, "I want it all. NOW!"

Ad Society appreciates all of Kayla's hard work and knows she'll go on to do great things. Way to go, Kayla!

NOTES

TONIGHT'S SPEAKER: ADETA GAYAH

Adeta has over 5 years of experience, both domestic and international, in digital marketing, social media marketing, merchandising, national television advertising and market research. She has one publication to date, an extensive study of Box Office Success Factors of international films. Adeta began her marketing experience in London with a wedding planning company called Confetti. She continued to pursue international marketing in Orlando while she obtained her Masters. In 2009 Adeta joined the advertising team of Red Lobster at Fortune 500 Company, Darden Restaurants. There, Adeta learned the CPG applications of traditional marketing pipelines. During her time at Red Lobster, Adeta worked on launching the brand's "Real People" campaign and ensured integrated messaging across all touch points. Mid 2012, Adeta was offered an opportunity with NBC Universal where she is currently in charge of social media marketing for Universal Orlando Resort.



YOU COULD BE FAMOUS! KIND OF.

What's that up there on the screen? NO WAY. Your tweets in real time! That's right.

Tweet your best caption to @UFAdSociety **with the hashtag #captioncontest** (That's bold. Means it's important.), and your beautiful tweet will show up at the beginning of the meeting for everyone to see (and you might gain some followers).

This week's picture will be up on the screen at the beginning of the meeting, and it's on the back of this here piece of paper you're holding. You can still enter throughout the meeting, so don't be discouraged if you get some brilliant idea after the meeting has already started.

Get those creative juices flowing, tweet, and be famous!

STAY IN THE LOOP

TONIGHT:

After-Meeting Social:

Tijuana Flats

*Join us for a few rounds of
FREE beer, chips & salsa!*

UPCOMING:

February 22 – Orlando Trip

February 23 – Project Makeover

February 26 – Pre-Spring Break Luau
Only \$3! – The Jam, 9:30 p.m.

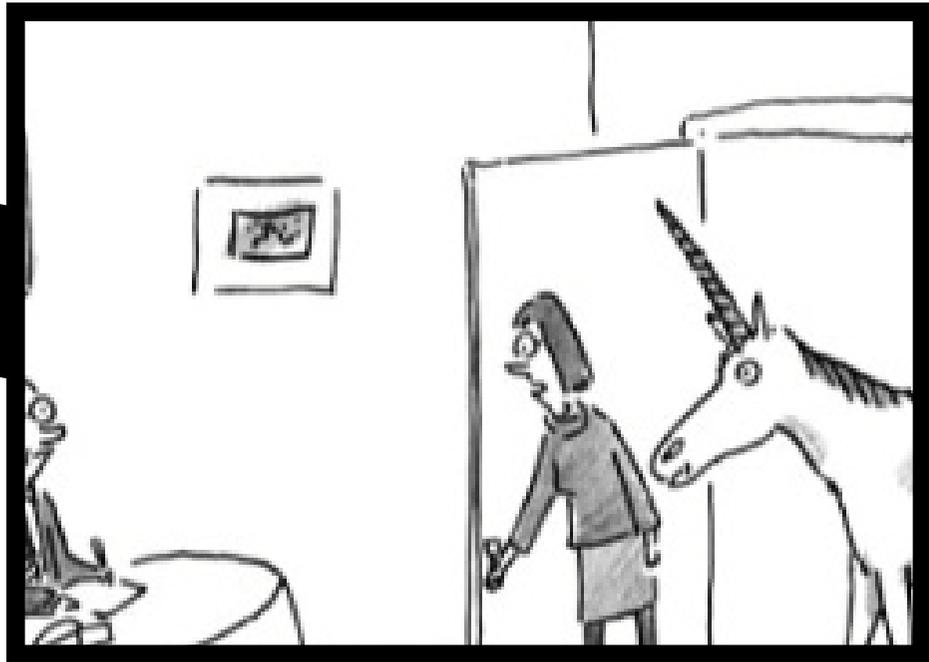
March 13 – Next Meeting

March 23-24 – Ad Dash
Applications come out March 11th!

March 28 – Elections/Director Applications Due

April 11-12 – Chicago Trip
Sign up on March 13th!

**TWITTER
CONTEST**



Tweet your best caption for this picture
to @UFAdSociety with the hashtag #captioncontest,
and you could win a prize!

the **ICON**
staff

Director:
Natalie Weiffenbach
Assistant Director:
Wesley Gates