Fall 2023





Name: Isabel Perez Pedreira
Title: Account Executive
Company: The Bulleit Group
Graduation Year: 2019

(NOTE): As of 6/26/20, I will no longer work at The Bulleit Group. The coronavirus pandemic has helped me realize what truly matters to me, so I will be moving back to Europe and splitting my time between helping out my family in Spain and pursuing a Master's in Corporate Communication from the University of Amsterdam in The Netherlands. Additionally, I'll be working as Founder and President of Clover Consulting, a PR company geared towards helping small businesses access the same communications strategies that big corporations take for granted. During a crisis, we all need to help each other. I'm proud to scale down to help my community. If any student has a question or would like to contact me for any reason, they can do so at isabelppedreira@gmail.com.

What is the day in the life like at your job?
Every day is different. Although there are a series of tasks (writing pitches, media list, social media posts...) that happen every week, things always come up unexpectedly (like events, media interviews, client calls, announcements) that keep the job fun and exciting. PR is a very fast-paced career!

What do you love about your job?
What I love about my job is that it allows me to help people reach their goals. When I work with a client long-term, I'm able to help them work on their weaknesses and improve overtime, guaranteeing better results in the future. The results of my work are tangible and it's very rewarding.

What is challenging about your role?
Every day is different, and you're never quite sure what to expect. Although I build to-do lists every Monday morning, my priorities change every day as things come up, keeping me on my toes!

What are the benefits of working in this field?
You get to work so many different skills in one single role. Working in PR is writing, managing, creating, marketing and more. You can grab your role and mold it into something you love.

What experiences did you have that prepared you for this role?
When I was in college, I worked two years' worth of internships. During my second semester of

senior year, I was working full time as a social media manager. Having experience and the right connections are the key to succeed in the public relations industry.

What do you see happening in the future for these types of careers?
I imagine public relations roles will only increase. People are realizing how important PR truly is—and it goes way beyond giving a brand a positive look. PR is what drives sales and business success, and keeps people employed. Soon, businesses of every size will be working with public relations specialists.

What should a student know about your field?
Internships are crucial. Get out there, volunteer and meet the right people. Never be afraid to reach out to a professional you admire to get their advice.

What advice do you have for a student considering a career in your profession?
Not every day will be perfect, but every day you'll learn something new. Focus on learning, and don't be too proud to admit when you're wrong. Pursue all kinds of roles, even if they aren't your dream job, because the learning experience will be priceless for your future career development.