

Theory & Practice

*Communication degrees and media skills
in corporate and non-profit settings*

This roundtable discussion featuring communications professionals will consider how theories from the classroom connect to professional best practices and careers in communications. This panel will address:

- The increasing importance of social media in communication strategy
- The role of research in media careers
- Comparing corporate and non-profit career paths
- Transitioning from a student into a professional role

Saturday, April 11 at 2:15 PM. Sky Room North B, 6th floor, MacMahon Student Center, St. Peter's University, 47 Glenwood Ave., Jersey City, NJ



Evangelia "Lia" Papamarkou began volunteering with Habitat for Humanity in Monmouth County in January 2013 and joined their Board of Directors in December 2013. She is the chair of the Marketing and Communications Committee and leads the strategic direction of the organization's media and communications outreach. She is also the marketing liason for the ReStore Committee.



Lisa Uber is a senior project manager for Accenture at AT&T in the management of groups and virtual teams. She is also a PhD candidate at the Rutgers School of Communication and Information, where she conducts research focused on understanding communication processes, with special attention to group social interaction and mediated communication.



Danielle Centalozza is the Account Manager for Integrated Marketing at The Marcus Group, an advertising and PR agency in Little Falls, NJ. She has helped clients like Pepsi and Kraft take advantage of social media opportunities by developing unique media strategies, combined with impactful writing, tailored to their target audiences.