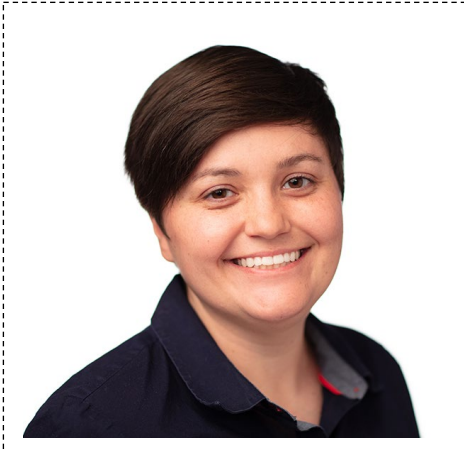




## Media Director Jenny King, DH



### Place of Employment

Spokane, WA

### Employer

DH

### Type of Work

Strategizing, placing, trafficking and reporting digital and traditional media for our clients.

### Typical Day

Monday through Friday I get to the office at 8:00am. I catch up on any emails that came in overnight from clients or media reps. Every morning, the whole agency meets to check-in on what we are doing that day. After that, my day is usually filled with client or team meetings, creating media plans, placing and trafficking media buys on platforms like TV, radio, billboards, Facebook and services like Hulu, or collecting data and analyzing media reports for clients. My day is always different!

### What I Love About My Job

I love that my job is like a giant puzzle. Clients will come to us with different needs, audiences, messages, budgets and schedules and we have to figure out how we are going to get their message out in the most effective way possible using creative problem solving.

### Career Pathway

- I graduated from Washington State University with a BA in Communications and a minor in Business Marketing
- I took a summer Internship to gain advertising experience
- My university's final project presentation was judged/graded by my future employer
- Started as an entry Level account coordinator
- Became a media coordinator
- Started work as a freelance media buyer helping different companies in the area
- Hired as the Media director at DH

## **Most Important Skills Needed**

- Communication
- Creative Problem Solving

## **Science and Engineering Practices I Use**

- Basic math
- Statistics
- Budgeting
- Basic Psychology

## **Education Background Needed**

College degree in Communications, Marketing, Advertising or related field