



ON THE JOB

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CLASS OF 2018

LINKEDIN PROFILE

Major:
English
Literature

Job:
Senior Associate
Portfolio Marketing
Manager at TIBCO

WHAT DO YOU DO ON A DAY-TO-DAY BASIS?

"I work on building cohesive product messaging, writing and editing marketing content, product launches, and managing various other marketing projects."

DO YOU HAVE ADVICE FOR STUDENTS?

"Every industry needs good writers, so, learn to write and write well; minor in English Lit if you can't major in it. Diversify your skillset and pay attention to areas in which growth is necessary, be inquisitive and look for places to help, and work on finding community wherever you are."