## Alumni Spotlight

**Name:** Dana Howard  

**MSU Degree:** B.S. Public Relations, Minor: TSM  
Masters: Telecommunications Systems Management  

**Home Town:** Carterville, IL  
**Current Town:** Murray, KY  

**Current Job:** Social Media Marketing Manager, Murray State University  

### Current Job Description:

Manage and curate content for all Murray State University top level social media accounts and other university accounts across several platforms (Facebook, Twitter, Youtube, Instagram, Pinterest, etc.). Monitoring and responding with all audiences across platforms (ie: answering questions, reporting concerns, etc.). Updating information and branding to maintain consistency. Monitoring trends in Social Media tools, applications, channels, design and strategy. Analyzing campaigns and translating anecdotal or qualitative data into recommendations and plans for revising the Social Media strategy. Monitoring effective benchmarks for measuring the impact of Social Media programs. Creating and maintaining social media policy across campus. When necessary, initiating crisis communication efforts for social media.

### Previous Jobs held (since graduation):  
- Marketing Specialist for the Center for TSM  
- Communications and Special Events Coordinator for Alumni Affairs at Murray State University
TSM Q & A:

1. **What did you do for your internship and how did it benefit you?**
   I worked at the Carson Center in Paducah, KY as a Marketing Intern. I learned a lot about external and internal marketing for an organization. I also learned a lot about project management and organization. Through this experience, I continued to develop my desire to focus on new media and web in communications.

2. **Since graduation, what is the most exciting thing you have been able to experience in your work?**
   As far as my career as a whole, an exciting part my work was being in the middle of the growth of social media. What started as a personal communications medium for my generation has now become a serious marketing tool and a career for many such as myself. A more specific experience is the international travel I have been blessed with in my work at MSU. I have been to China and Korea for the university and enjoyed working (and touring) while cultivating relationships with our sister universities all over the world!

3. **What class(es) were the most beneficial to your career so far?**
   All of the project management classes in TSM, whether technical or not, have become a huge part of what I do now. Also included in that is the importance of organizational communications that we learned in TSM, something that would help people in any career choice. On the technical side, the competencies learned about voice, data and video all play a part for me in keeping pace with the industry of new and social media.

4. **What activities outside your classwork were most valuable to your career?**
   Definitely being a part of ATSM and other student organizations like PRSSA were important. Any time you can get involved with peers and learn about communicating and teamwork, you will benefit from the experience.

5. **What is one piece of advice that you would give to current or future TSM students?**
   The things you think are least important in your studies, may actually become the most important skillsets for your career. To be successful, you have to know a collection of skills, not just a niche area. To do this, continue to learn throughout and after college by reading about your industry. We are a world inundated with information so you don’t have to be in a class to learn!

For more information on Murray State University's Telecommunication Systems Management Program visit us on the web at [www.murraystate.edu/tsx](http://www.murraystate.edu/tsx), on Twitter at @MurraystateTSM or on Facebook at [http://www.facebook.com/MurrayStateTSM](http://www.facebook.com/MurrayStateTSM) or call us at 270.809.3987.