

The University of Oregon has always been home for me. As a native Oregonian and fourth-generation Duck, my blood runs green and yellow. I came to this school with thirty business credits and was dead-set on sports marketing. Freshman year, I started to question the path I was on. So many people were assuming I was heading straight to Nike after college. People said I wouldn't make money in advertising, I wouldn't get far, I wouldn't be as well off. They said I had so much potential, business was safe, I would establish better connections. Quite honestly, I was terrified. I wasn't sure if I was doing the right thing. I switched into advertising anyway. I decided to bet on myself and find a way. Advertising combined every positive quality of mine: competitiveness, creativity, inspiration, thoughtfulness, intention, intelligence and, most importantly, storytelling. Never in my life have I felt so in my element. Although I was brand new to the SOJC, I finally felt like I had a platform where I could tell stories that positively change lives.

Naturally, I thrive academically but after switching into the SOJC I started to soar socially and internally. I developed more and more self-pride, respect and love from the work I was doing. Oftentimes, I measured my amount of self-worth by what I accomplished within the day or the grades I received. As I started to craft messages from my heart into my work and use every part of myself to connect with others, I found that I was my first resource. I had a place to put my experience and utilize emotions. In advertising, every part of yourself is your tool. I fell in love with it. Choosing advertising and learning to love all my life experiences helped me love myself more each day. Pain only makes for a better story. Making each day my masterpiece progressively translated into my work. All I've really wanted is to leave things better than I found them. Advertising allowed me to also better myself in that process of striving to serve others.

With guidance and encouragement from Dan and Deb Morrison I gained more confidence in myself and what I was doing. They set me on the right path. Their belief in me and my work changed my life. I had never been so validated. I wanted to be more, do more and be the best at what I was doing. I

still study and teach myself what I need to be great. I know I am not the best, but I constantly strive to be because I have the opportunity and the potential to be great. What I found was that I could be great in anything I do. I could be one of the greatest art directors or producers, but I'm not yet. I was shown my potential but I found that that's not what matters. Your potential doesn't make you one of the greatest. What you do with it does. Where I was was certainly good enough, but good enough is mediocre. I started to apply myself every day and give all of myself to my career. I found greatness is earned, in every little thing you do. Greatness is a habit and an art.

The more I bet on myself, the more opportunities have risen for me. It wasn't that I have never allowed myself an Option B, I just never looked for one. There is only tunnel vision on Option A. For example, the Director of Women In Flight asked me to produce the 2020 video for the program. I had never had such a massive opportunity. I said yes before I even knew how to do it. I skipped meals to save money for cameras and equipment. All summer, I worked a marketing job I loathed so I could buy equipment for the video, which was unpaid. I believed in Women In Flight and their purpose. I wanted to be a part of it. On breaks at work, I built my website and refined my portfolio. I worked 8-5 at the job and went home to study videography and production, every single day. I produced the video within a month and it was first shown at a football game with a crowd of fifty-six thousand. The confidence to do this came from advertising. It taught me to bet on myself, go for it and find a way.

Fast forward to quarantine in June 2020, I made it a priority to work on my craft every single day. After special teams work in the SOJC, I started to believe I could be an asset anywhere I had the opportunity. One evening, I got a call from Women's Soccer coach Graeme Abel, asking me to become the Creative Director of the program. In a time of no athletics and competition, it was my job to build the brand. I got our unranked program to the top 15 in the country for social media engagements the month after I took over. Patience, persistence and passion pay off.

My career goals are to use a brand to tell stories and do everything I can to make this world a better place. Implementing sustainability and challenging large brands, while enhancing smaller ones, is huge for me. Communicating the science behind climate change, preserving the environment, preaching

integral ecology, are all things I want to take into my career and agency work. Studying Advertising and Brand Responsibility in this program will take me to that level where I can communicate that message and effectively talk with others, not just to them. I want comprehension and communication. I want people to listen, not just hear. This program, the SOJC, has changed my life. I want one more year to learn how I can harness that same gift and share it as best I can. For twenty-two years, Oregon has been my home. There is no question in my mind this program is where I still belong.