Aimee graduated in 1997 with a major in Communication. She currently works as the Vice President, General Sales Manager at News America Marketing, a News Corporation Company. News Corporation is the parent company to over 40 businesses domestically including but not limited to the Wall Street Journal, the NY Post, Harper Collings, FOX (TV, Spots, Cable & Movies) and My Space.

Please give a brief description of your current position and what your work entails.
I joined News America Marketing in 1997 as an Account Coordinator immediately after graduating from the College of Saint Benedict. My responsibilities include overseeing the region while representing and consulting her clients on integrated marketing services. My team is responsible for generating over $90 million dollars in revenue annually.

What path did you follow to arrive at your current job?
In my 13-year tenure at News America Marketing, I have held over 8 different positions. This upward mobility can be credited to work ethic, drive and focus.

What advice/suggestions would you have for students who might be interested in your career?
Stay focused on the industry and market for which you have passion. Despite the difficult job market, be true to your desires and strengths, and parlay those elements into your career.

What skills are important in your field?
Regardless of what industry you are in, I believe in effort to set yourself up for success; you must exemplify a strong work ethic and motivation to want to be successful. Focus, drive, determination and passion can often times out hustle just intelligence alone.

If considering a sales related position such as mine, important skill sets include public speaking, relationship management and consultative persuasion. One must be able to take another’s business strategies and challenges and convert them into opportunities to drive your own business. Part of this process includes being able to handle rejection and objections.

What are the most challenging/satisfying parts of your job?
The most challenging part of my job is overcoming client challenges. As the sales manager I am responsible for overcoming these challenges and turning them into positive, revenue driving solutions.

The most satisfying part of my position is developing talent and promoting staff into advanced positions. I also enjoy building a strong, positive culture and office morale.

What activities/experiences were helpful at CSB/SJU (and elsewhere) in preparation for this career?
CSB/SJU provided me with an excellent academic curriculum coupled with a variety of extra-curricular activities and appropriate class sizes that helped shape me as a student and future employee. I learned lifelong skill sets that I now use in my everyday business life and career.