

# SARAH

## BARTHEL

SENIOR MEDIA  
PLANNER



## ALUMNI CAREER SPOTLIGHT

### ASK THE ALUM

**Provide a brief job description. In your own words, what do you do on a daily basis?**

I work at an advertising agency within the media department, so I am responsible for planning and buying media for several of our clients. I help determine how to best reach our audience – whether that's TV, magazines, Spotify ads, Hulu ads, etc. – and then decide how much to spend and when to advertise.

**What skills are most important for you to be successful in your position?**

Attention to detail and the drive to constantly be learning are probably the two most important pieces. I work with a lot of numbers, so mistakes need to be few and far between. Media is also an ever-changing landscape and if you're not keeping up with the trends, you'll fall behind quickly.

**What do you like best about your job?**

To my point above, I thrive in the always changing environment! I love that no two of my days are ever the same and I know that in five years from now, my job will look totally different than what it does today. I'm constantly learning!

**What is the most challenging part of your job?**

The changes strike again for this question as well! With the media landscape evolving, you have to actively work to become and stay an expert in any one area. It's not like there's a set of skills you learn and then – ta da, you know media! You have to continuously expand your knowledge in all spaces.

**What is one piece of advice you would offer alumni looking to enter your career or industry?**

Find your passion and dive in headfirst! There are so many different avenues within advertising, so pick which one excites you the most – whether it's media or others – and then do your research. Informational interviews are never a bad idea!

**Current Location:**

Minneapolis, MN

**Graduation Year:** 2016

**Major:** Marketing

**Degree:** Bachelor of  
Business Administration

**Employer:** Colle McVoy

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