CAREER CHELLA 2025

MACS CAREER CONFERENCE

FIMS USF

Undergraduate Student Fund

WELCOME TO CAREER CONFERENCE

A LITTLE ABOUT THE THEME: CAREERCHELLA

This year's theme, Careerchella, is a riff on music festivals, and there are a number of reasons why this theme resonates, beyond the potential for cute outfits and cool graphics. No, seriously, hear me out on this. Whether you go to a festival because you're already a fan, just want to check out the vibe, or are simply tagging along with a friend, music festivals offer you a place out of time to open yourself up to new experiences and be fully immersed in the sounds, sights, smells, and tastes.

Music festivals are always about more than just the music (though that's a key element). They are where you can encounter unexpected aspects of something you think you know well, lean into what you already love, and discover something completely unexpected at a time when you might need it most. Music festivals are happenings: a coming together of disparate elements (performers, audience, venue, weather, buzz) in ways which are serendipitous and potentially transformative. People find themselves in these moments of serendipity and transformation.

Finding our career paths are often similarly experienced as intersections of serendipity and transformation. We may have our eyes on the headliners, but being present to opportunities that arise unexpectedly may open the door to something that becomes your new go-to listen. Careerchella is a music festival style speed-run to those great experiences. Like any festival, today helps you prepare for the rain, and maybe gives you the opportunity to dance in it, too.





Susan

Susan Knabe, Acting Dean

MAIN STAGE SCHEDULE OF EVENTS

2:00 - 2:15	**Welcome**			**The McKellar Room**
2:15 - 2:45	**Keynote: Brooke Morgan** Senior Manager, Artist & Label Services The Orchard			**The McKellar Room**
3:00 - 3:20	**Breakout Session One**			
	The McKellar Room	**UCC 147A**	**UCC 147B**	**UCC 369**
	Sydney Mai Sr Marketing and Communications Manager TELUS	**Albi Nani** Sr Consultant – AI and Platform Strategy CIBC	**Stephen Megitt** Partner EY Studio+	**Gennelle Smith** Production Supervisor, Creative Services WildBrain Television
3:30 - 3:50	**Breakout Session Two**			
	The McKellar Room	**UCC 147A**	**UCC 147B**	**UCC 369**
	Ingrid Rosaeg Manager, Customer Success Spotify	**Shahad Rashid** Communications Officer, Digital Media Public Service Alliance of Canada	**Nyren Mo** Digital Engagement Coordinator Western University	**Bryson Parks** Business Operations Manager Badal
4:00 - 4:15	**Snack Break**			**The McKellar Room**
4:15 - 5:00	**Sound Check: Building Your Professional Identity** **Ann Ayinde** Acting Manager at Student Experience, Western University			**The McKellar Room**
5:10 - 5:30	**Breakout Session Three**			
	The McKellar Room	**UCC 147A**	**UCC 147B**	**UCC 369**
	Sophie Baron Producer CBC	**Michelle Guignard** Sr Development Officer, Annual Giving Campfire Circle	**Jennifer Mc Elhone** Vice President, Client Experience - Healthcare Weber Shandwick	**Alicia Baertsoen** Sr Account Director Edleman
5:40 - 6:00	**Breakout Session Four**			
	The McKellar Room	**UCC 147A**	**UCC 147B**	**UCC 369**
	Stephen Megitt Partner EY Studio+	**Albi Nani** Sr Consultant – AI and Platform Strategy CIBC	**Kate MacRae** Sr Specialist, Communications and Public Relations Save the Children Canada	**Ingrid Rosaeg** Manager, Customer Success Spotify
6:10 - 6:30	**Breakout Session Five**			
	The McKellar Room	**UCC 147A**	**UCC 147B**	**UCC 369**
	Alicia Baertsoen Sr Account Director Edleman	**Sydney Mai** Sr Marketing and Communications Manager TELUS	**Gennelle Smith** Production Supervisor, Creative Services WildBrain Television	**Sophie Baron** Producer CBC
6:30 - 8:00	**Dinner, Prizes, Networking Bingo, and Closing Remarks**			**The Wave**
8:00 - 10:00	**Social Hour**			**The Wave**

CAREERCHELLA SPEAKER LINEUP

HEADLINER

KEYNOTE SPEAKER



BROOKE MORGAN

Class of '12
Senior Manager, Artist & Label Services
The Orchard

Brooke is a Toronto-based "music suit," for lack of a better term, wearing a number of hats in the industry. Brooke is part of the wonderful music distribution team at The Orchard acting as Senior Manager of Artist & Label Services. In this role she works with a wide range of clients such as Glassnote Records, Dine Alone Records, and rising singer-songwriter Billianne. Brooke brings her previous experience as Label Director at Paper Bag Records to this role and to the development of the independent record label Wavy Haze Records. And to add one final music hat, Brooke previously delved into the world of artist management, having worked with the acclaimed Canadian singer-songwriter Sarah Harmer and indie duo Ice Cream.



EMERGING TECHNOLOGIES IN MEDIA

ALBI NANI

Class of '20
Senior Consultant - AI and Platform Strategy
CIBC

Albi Nani is a Senior Consultant in AI and Platform Strategy at CIBC, focusing on digital transformation and embedding AI capabilities into retail banking platforms. He previously served as a Research Associate at the Ivey Business School and Oxford Internet Institute, examining AI and data in business, public administration, and bureaucratic processes. His research spans digital transformation, online retail investing communities, and digital economies. Albi has developed strategy roadmaps, produced policy-facing research, and identified multimillion-dollar opportunities for digital platforms in the financial services sector.



BUSINESS DEVELOPMENT AND SALES

INGRID ROSAEG

Class of '08
Manager, Customer Success
Spotify

Ingrid Rosaeg is Manager of Customer Success at Spotify, based in Toronto. With over 15 years in digital marketing, advertising, and sponsorship, she has a strong track record in revenue growth, strategic partnerships, and cross-functional collaboration. At Spotify, she leads key accounts, delivering impactful results while guiding her team through automation and AI-driven innovation in advertising. Known for her enthusiastic communication style, Ingrid is passionate about mentoring emerging talent and creating high-performing, inclusive work cultures.



PR AND CORPORATE COMMUNICATIONS

SYDNEY MAI

Class of '19
Senior Marketing Communications Manager - Public Mobile
TELUS

Sydney Mai is a marketing strategist with experience across global consumer brands. As Senior Marketing Communications Manager at Telus, she leads brand strategy for Koodo and Public Mobile, managing multi-channel campaigns that strengthen equity and drive growth. Previously, she was Director of Client Strategy at mplus and gained agency experience at UM Worldwide and Essence-Mediacom, managing accounts including Dyson, Emirates, Activision, and Coca-Cola Canada. She also teaches Media Studies at the University of Guelph Humber, bringing real-world marketing expertise to the classroom.



MEDIA PRODUCTION AND JOURNALISM

GENNELLE SMITH

Class of '09
Production Supervisor, Creative Services
WildBrain Television

Gennelle is a creative producer and writer who began her career as an intern and production coordinator at the Canadian Film Centre. In 2012, she co-founded the Breakthroughs Film Festival, which screens short films by emerging Canadian women filmmakers. She later became a staff writer on Ganz Studios' kids MMO Webkinz World. In 2015, she joined WildBrain where she now oversees creative production from script to screen for television and social as well as support materials for series such as Teletubbies, Strawberry Shortcake, Degrassi and more. She also produced and wrote the Family Channel short-form series We Are Family (2022-2025).

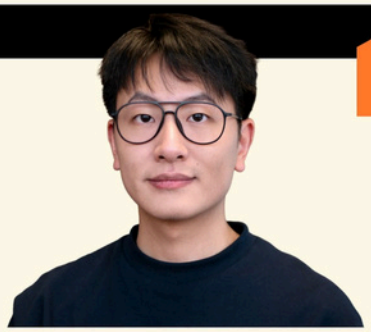


MARKETING AND ADVERTISING

STEPHEN MEGITT

Class of ‘01
Partner
EY Studio+

Stephen began his career in his parents’ basement, teaching himself to design digital products and launching a small agency that grew into Filament, an award-winning studio combining design, research, and strategy to solve real business problems. Stephen built Filament around the idea that design isn’t just about looks - it’s about how experiences work for customers and employees. Filament was acquired by EY in 2019, where Stephen founded and scaled the EY Design Studio in Canada to over 120 strategists, designers, and technologists. His work spans retail, government, finance, and consumer brands, and he has taught UX to more than 30,000 students worldwide.



SOCIAL MEDIA AND DIGITAL COMMUNICATIONS

NYREN MO

Class of ‘15
Digital Engagement Coordinator
Western University

Nyren has developed a strong passion for video storytelling, gaining hands-on experience as a Story Producer for reality TV and Senior Video Producer at The Western Gazette. He also interned at Global News Toronto and freelanced as a video editor for The Globe and Mail before joining Western International as the Digital Engagement Coordinator. In his current role, Nyren creates digital and print content with a strong focus on video, photography, graphics, and social media.



PR AND CORPORATE COMMUNICATIONS

SHAHAD RASHID

Class of ‘15
Communications Officer, Digital Media
Public Service Alliance of Canada

Shahad is a communication strategist who helps campaigns and organizations share their message, connect with people, and create real impact. She has worked on six elections across municipal, provincial, and federal politics, thirteen issue-based campaigns, and several worker-led strikes, including the 2023 national strike of public service workers. Skilled at simplifying complex issues, Shahad turns them into messages that inspire action. Her work focuses on engagement and clear storytelling, reflecting her belief that thoughtful communication can bring people together, spark movements, and make real, lasting change.



NON PROFIT, ADVOCACY AND PUBLIC POLICY

MICHELLE GUIGNARD

Class of '15
Senior Development Officer, Annual Giving
Campfire Circle

As a professional fundraiser, Michelle uses her skills as a storyteller and data expert to help make a positive impact in the world every day. Passionate about volunteering and supporting her community, Michelle was inspired to pursue a career in the non-profit sector. She joined Campfire Circle (formerly Camp Ooch and Camp Trillium) six years ago, helping the non-profit organization provide healing through happiness for kids with cancer or serious illness and their families. Campfire Circle has taught her the power of stories in driving change, the importance of knowing your audiences, and to always ask questions and challenge assumptions.



EMERGING TECHNOLOGIES IN MEDIA

BRYSON PARKS

Class of '17
Business Operations Manager
Badal

Bryson Parks is a dynamic professional with experience across communications, marketing, and technology consulting. He began his career at PwC Canada in internal communications, progressing through national PR and brand marketing roles where he gained exposure to Salesforce. He then transitioned to Salesforce consulting, supporting international implementations across Europe, the UK, the US, and Africa, focusing on change management, business analysis, and process optimization. In 2022, he joined a Google Cloud consulting firm, later acquired by TELUS, where he now works in change management and sales operations.



PR AND CORPORATE COMMUNICATIONS

KATE MACRAE

Class of '11
Senior Specialist, Communications and Public Relations
Save the Children Canada

Kate's current role at Save the Children involves leading impact communications initiatives to support advocacy, brand awareness, and government relations. She brings nearly a decade of experience in digital communications, public relations, and campaign management across the non-profit and cultural sectors. Previously, she served as Digital Communications Manager at Public Outreach and held roles with UNICEF Canada, the International Federation on Ageing, and the Aga Khan Museum. Her expertise spans integrated campaign strategies, social media management, campaign analytics, media outreach, and event leadership.

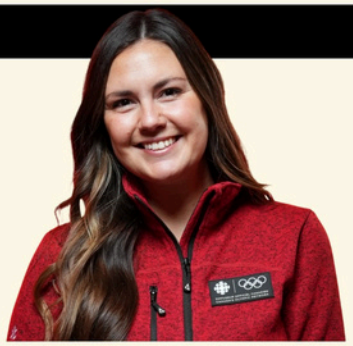


MARKETING AND ADVERTISING

ALICIA BAERTSEON

Class of '17
Senior Account Director
Edleman

Alicia works on Edelman's Reputation team in Toronto, with international experience leading corporate communications across Canada and Australia. She has advised some of the world's most recognized brands, including lululemon, PayPal, Kmart Group, TD Bank, and Starbucks, helping them navigate complex issues, launch thought-leading campaigns, and build lasting trust with stakeholders. Before joining Edelman, Alicia lead communications for an immersive learning company specializing in virtual and augmented reality where she deepened her understanding of emerging technologies.



MEDIA PRODUCTION AND JOURNALISM

SOPHIE BARON

Class of '15
Producer
CBC

Sophie believes that if you're going to watch sports every day, you might as well get paid for it. As she grew up dancing competitively, Sophie understands the sacrifice athletes make over the course of their career and wanted to tell those stories. For almost a decade she has produced digital content at CBC Sports and is about to embark on her 6th Olympic Games (!) as the lead digital producer for social media at CBC. However, she's most proud of producing the popular weekly YouTube segment called 'That Curling Show,' hosted by Devin Heroux and Colleen Jones.



PR AND CORPORATE COMMUNICATIONS

JENNIFER MC ELHONE

Class of '07
Vice President, Client Experience - Healthcare
Weber Shandwick

As a healthcare communicator with more than 15 years of experience in Canada and the US, Jennifer has successfully led campaigns for major health organizations like AstraZeneca, Novartis, Roche, Sanofi and Pfizer. Currently VP of Client Experience - Healthcare at Weber Shandwick, in addition to working at a number of leading public relations agencies (Edelman, GCI Group, Golin, Burson) Jennifer has held roles in hospital (Trillium Health Partners) supporting patient relations and pandemic response, health institutions (Duke University) in editorial development and physician marketing, and non-profits (JDRF Canada).

CAREER DEVELOPMENT SESSION



ANN AYINDE

Acting Manager at Student Experience, Western University

SOUND CHECK: BUILDING YOUR PROFESSIONAL IDENTITY

FT. SPECIAL GUEST: ANN AYINDE

Your professional identity is more than a polished résumé – it's the story you tell about who you are, what you stand for, and the impact you want to make. In today's digital world, every post, project, and profile contributes to your professional reputation.

This presentation will help you understand how to shape a personal brand that reflects your strengths, values, and career goals while staying authentic. You'll learn how to align your brand across platforms like LinkedIn and social media, discover strategies for building credibility, and explore how your online presence can open doors – or close them – in your career journey.

CAREERCHELLA CO-HOSTS



RHEA GEORGE

Year 4
Honours Double Major in MIT and Consumer Behaviour



EMILIA SFERRAZZA

Year 3
MIT Honours Specialization and Certificate in Purpose-Driven and Character Leadership

CAREERCHELLA BACKSTAGE CREW



Kathie Hess
Manager,
FIMS UGSS



Claire Jordan
Career Services
Officer



Susan Knabe
Acting
Dean



Heather MacCrone
Academic
Advisor



Meaghan Skinner
Academic
Advisor



Bryan Wood
Undergraduate Program
Assistant



Becky Blue
Communications
Specialist



Becky Horst
Digital Engagement
Coordinator



Rhea George
AVP Academics,
FIMSSC



Emilia Sferrazza
VP Academics,
FIMSSC

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FIMS USF
Undergraduate Student Fund

This event was made possible through the generous support of the Faculty of Information and Media Studies Undergraduate Student Fund (USF). The USF provides funding for exciting initiatives, services, and events for FIMS undergraduate students, thanks to donations from students like you.

ENCORE OPPORTUNITIES

CAREERCHELLA
MACS CAREER CONFERENCE 2025

CAREERS AND EXPERIENCE WORKSHOPS

Register for the following upcoming workshops:

October 28	Networking: It's Easier Than You Think!
October 29	LinkedIn Basics: Setting Up Your Profile
October 30	Interviewing Excellence

Life Design Seminar Series

This is a 3 session series.

November 11, November 18, November 25

For more dates, information and registration, please visit



GRAND PRIZE GIVEAWAYS!

HEADLINERS

$250 Cadillac Fairview Gift Card
$150 Cadillac Fairview Gift Card
$100 Artistic Spa Gift Card

OPENING ACTS

3 x JBL Go 4 Bluetooth Speaker
3 x $20 Starbucks Gift Cards

FILL OUT THE SURVEY

Have thoughts about Career Conference? We'd love to hear them!

Complete the post-event survey for your chance to win a $50 gift card.