

COFFEE AND CONVERSATION

CAREER TIPS FOR ASPIRING AND EXISTING COMMUNICATION PROS!

A CONVERSATION WITH SHAKIRA M. JOHNSON '02, MCIS '04
AND TIANNA BRADFORD, '20, MCM '21



TIANNA BRADFORD

Tianna Bradford is currently in the SC&I dual degree program, completing her Master's in Communications & Media, with a specialization in Public Relations and Digital Media.

Bradford is a publicist, digital media marketer and social media manager. During her time at Rutgers, she participated in the Public Relations Society of America (PRSA), National Association for Black Journalists (NABJ) and Society of Professional Journalists (SPJ).

Bradford works as a Senior Account Executive at TAG Collective - recently she's been offered into Johnson & Johnson's Communications Graduate Summer Program where she'll be working with the Communications Lead of the Chief Medical Officer working on the Georgia Project

SHAKIRA MONET JOHNSON

Shakira Monet Johnson is a strategist, communication expert, event producer, entrepreneur, and philanthropist. As the founder of J. PR & Events, she has created award winning public relations campaigns and innovative solutions for clients in the corporate, non-profit, sports, and government sectors. She has worked with brands such as Google, Microsoft, Prudential, Saks Fifth Avenue, Scotch Porter, The Great Girlfriends, Diverse & Engaged, Johnson & Johnson, and New Community Corporation, one of the largest community development corporations in the US. Her campaigns have also been featured on local, national, and international media outlets, such as CNN, Associated Press, New York Times, BBC World News, and Time Magazine.



Grab your favorite cup of coffee or tea and join us to hear exciting career advice about how to succeed in the highly competitive communications field! Join us on Rutgers Day when successful SC&I alumna, Shakira M. Johnson, founder and CEO of J.PR & Events, an award-winning public relations and events firm, discusses career tips with current SC&I Master of Communication and Media student, Tianna Bradford,'20, MCM '21! In 2002 Shakira graduated with a Bachelor of Arts degree in Communication from SC&I and in 2004 she earned a Master of Communication and Information Studies degree, graduating at the top of her class. Shakira will explain to Tianna the steps she took during and after her graduation from SC&I that have resulted in her professional success, and answer Tianna's questions about post-graduate life. Shakira will also answer questions from listeners at the end of the discussion. You won't want to miss this special event, filled with valuable lessons and information! Free SC&I t-shirts will be awarded as prizes!

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