

MONASH MARKETING STUDENTS' SOCIETY

2019

CAREERS
BOOK

MMSS

Disclaimer

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➤ A MESSAGE FROM THE EDITORS

On behalf of MMSS, we're proud to present the 2019 Careers Book – a helpful resource for marketing students, professionals and organisations alike.



Laura Jeffries



Madeline Baker



Sachi Naik

Featuring a number of Monash alumni, the Careers Book highlights the many employment opportunities available for marketing students. There are also plenty of tools and tips to help you enter the professional world successfully.

Inside you'll find the 2019 MINDS events. This year, we'll be hosting our annual Corporate Cocktails in Semester 1 and Beers with Peers in Semester 2.

We'll also be continuing our popular Masterclass Series, which teaches you how to build meaningful connections, create compelling pitches and other valuable skills.

When you reach the end of the book, be sure to note key dates in the calendar provided.

We wish you a rewarding year – and look forward to seeing you at our events.

Good luck!

**Laura Jeffries, Madeline Baker &
Sachi Naik**

MMSS Careers Book Team

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➤ PRESIDENTIAL ADDRESS



First published in 2015, the annual MMSS Careers Book offers students invaluable insight into a variety of industries and companies. Now, four years and four editions later, I'm honoured to present the 2019 edition.

Choosing a career can be difficult. That's why this resource aims to help you uncover your interests by sharing the diverse pathways Monash marketing alumni have taken.

This year, we feature companies from five areas, along with their internship and graduate opportunities. The book is offered at our MINDS events: Corporate Cocktails, Beers with Peers and the Masterclass Series.

A special thank you to Laura Jeffries, Madeline Baker, Sachi Naik and Lia Zhang for all your hard work and dedication to this year's edition.

To all the current and future marketing students, I wish you all the best in your studies and careers.

Work hard and follow your dreams.

Annie Baker
MMSS President

➤ WELCOME ADDRESS

Produced independently, the 2019 MMSS Careers Book exemplifies the success of our alumni, the calibre of our students – and the capabilities of our MMSS leaders.



The alumni in this book illustrate the diverse paths available to Monash marketing graduates throughout their careers. They also demonstrate the importance of taking opportunities with independence.

The Department of Marketing aims to prepare you for your first job – and an ever-changing future that requires initiative, creativity, critical thinking and ethical action.

We also strive to deliver excellence in research and education that has a positive impact on the world.

Our commitment to teaching is confirmed through national and university awards, and each year we celebrate our top achievers at the Monash Marketing Awards for Excellence.

I encourage you to make the most of the skills and insights you learn in our courses, and to attend MMSS events. Developing your networks will prepare you for an exciting future here in Australia – and overseas.

To build real-world experience, you can turn to our Marketing Internship unit and Australian Consumer, Retail and Services (ACRS) commercial research unit.

As you near the end of your bachelor's degree, I also encourage you to explore further study options, such as an honours degree. This will equip you with the skills you need to pursue a career in research – and could be your gateway to a PhD.

Enjoy the rest of your time at Monash, and please stay connected with your peers and the Department via the Monash Alumni network after you graduate.

Wishing you all the best.

Professor Peter Danaher

Head of the Department of Marketing in
the Monash Business School

➤ ABOUT US

Established in 1971, the Monash Marketing Students' Society (MMSS) is a student-run university club.

As one of the largest student societies at Monash, we represent a broad range of ambitious and determined students in the Faculty of Business and Economics.

Situated at the Caulfield and Clayton campuses, our strong following proves our ability to deliver valuable social and professional opportunities to our members.

We're especially known for our Marketing Industry Development Scheme (MINDS) – an industry-focused initiative that bridges the gap between the academic and professional worlds. This is achieved by establishing strong connections with all types of organisations in the marketing and communications industry.

Our team uses MINDS to provide a channel for students and companies to network. With the help of Monash alumni and the Department of Marketing, we deliver industry insight through our three main events: Corporate Cocktails, Beers with Peers and the Masterclass Series.

We believe that Monash graduates are the next generation of innovative and driven leaders. That's why we aim to help them hone their skills, build their networks – and add value to their employers.

Get in touch

Follow us on social media to keep up to date with our news and events.



To learn more about MMSS, visit our website by scanning the QR code below. You can also contact us via club.mmss@monsu.org (Caulfield) or mmss@monashclubs.org (Clayton).



MINDS events 2019

Corporate Cocktails

Our annual Corporate Cocktails is the most prestigious event on our calendar.

You'll network with employers in a formal yet relaxed setting – and get first-hand access to job opportunities. It's where business leaders and Monash alumni go to discover the best young talent.

So if you're looking for graduate or internship opportunities, Corporate Cocktails is a must.

Beers with Peers

This event gives you the chance to interact with Monash alumni – and discover what your own career could look like.

You'll learn what it takes to work effectively, and how to gain opportunities within the marketing field.

Masterclass Series

Running since 2015, our Masterclass Series bridges the gap between university and the real world.

It's designed to help you:

- Lay the foundations for a successful marketing career
- Uncover the depth and breadth of the marketing field
- Gain insight into the many career paths available
- Learn how to present at job interviews

+ communications

who could you become?

Account Executive

You'll manage client projects and relationships, brief the creative department and get work signed off.

Account Manager

You'll brief the creative department on individual projects and ensure their work meets the client's needs.

Account Director

Responsible for all projects and campaigns, you'll manage creative briefs and ensure that work meets client expectations.

Group Account Director

You'll look after the client account – working closely with creative directors to ensure work is up-to-scratch.

Copywriter

From witty headlines to compelling content, you will produce the written component of a communication.

Art Director

Perfect if you have an eye for graphics, you'll be responsible for the visual component of a communication.

Creative Director

You'll manage and oversee the work of all the teams and group heads within a creative department.

Strategic Planner

You'll work closely with the account director to turn client objectives into briefs for the creative teams.

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About our industry

Advertising is any paid, owned or earned communication that informs or influences people.

Agencies in our industry are always looking for unique and innovative ways to connect their clients with their target audiences.

In advertising, there are several different areas:

- **Account Service:** Take care of clients and oversee the entire creative process – from briefing to delivery.
- **Planning:** Develop strategies that range from top-line to campaign-specific.
- **Production:** Bring approved creative ideas to life, whether it's a commercial, event – or anything else!
- **Creative:** Craft creative ideas based on client needs.

About The Communications Council

We're the peak professional body representing companies in the Australian advertising industry.

At The Communications Council, we help businesses grow and careers develop by:

- Educating our members through continual professional development
- Recognising the work of our members with awards
- Supporting the long-term success of our members – and building a stronger economic market

Our diverse member base spans more than 160 agencies across creative, digital, strategic planning, promotion, direct marketing, PR, design, production and healthcare advertising.

Want to learn more?

If you want to delve deeper into the communications sector, visit our website by scanning the QR code. There, you'll be able to access a wealth of industry news and events.



CLEMENGER GROUP

Graduate programs at the Clemenger Group

At the Clemenger Group, we've employed over 100 graduates – and our graduate programs have been running for more than a decade.

Every year, we take graduates from Sydney, Melbourne and New Zealand.

Programs differ for each market, but we generally choose people from a range of backgrounds to work with us for nine months or more, starting in January each year.

If positions are available at the end of the term, we offer them to graduates who have been curious in their work – and valuable to our business. In recent years, we've employed almost every graduate at the end of the program.

Following is an insight into each of our businesses and their respective graduate programs.

To register your interest, head to our website by scanning the QR code.



CLEMENGER BBDO

About Clemenger BBDO

Our 'Exceptions to the Rule' program is perfect for graduates looking to enter the advertising and communications industry.

Running all-year round, this program seeks people who are passionate about creativity – and have interesting life experiences to bring to our agency.

Successful applicants will spend their first three months rotating through departments. Then we find them a fixed role for the rest of the program. When the year is up, we hope that each 'Exception' stays with us as a permanent member of Clemenger BBDO.

Rotations include:

- **Account Service:** Well-organised people who take care of our clients
- **Planning:** Clever thinkers who take the lead for account strategies
- **Production:** Change makers who take approved ideas and bring them to life as films, apps and more

Applications open early September and close early October each year. We assess all candidates in early November.

We also offer the Clemenger internship program, which has two intakes annually.



For more information on our graduate and internship programs, head to our careers page by scanning the QR code – or watch our social media channels.



ALUMNI SPOTLIGHT



Michelle Interlandi

Bachelor of Business (Marketing)

Bachelor of Business (Management)

About me

Ever since I began watching Gruen as a kid, I've loved to analyse advertising and how it influences behaviour.

It's why I chose a career in advertising, and it's why I ended up a part of the 2018 Clemenger BBDO 'Exceptions to the Rule' program.

Now I'm working on big accounts like NAB – as an Account Executive.

My highlights

I can't tell you how many times I've heard 'It's so hard to get a job in marketing'. It's as if they're saying 'give up now'.

But I didn't let this stop me from pursuing what I wanted. Instead, I studied harder, worked smarter and took advantage of every opportunity to learn and differentiate myself.

My involvement with MMSS definitely helped. Through their industry events, I connected with alumni who helped build my understanding of the marketing landscape – and provided me with internship opportunities.

I completed three internships at Mango Communications, Ogilvy and Clemenger BBDO. These experiences gave me

invaluable networks and skills that prepared me for a role in the advertising industry.

A word of advice

Know yourself. Your strengths and weaknesses, what motivates you, what challenges you and where your passions lie.

The better you know yourself, the easier it is to figure out what you want to do, which industry you're best suited to and the organisation you want to work in.

Appreciate your skills and what you can offer an employer – this will help you build the confidence and resilience you need while searching for jobs.

Learn from every experience and remember that everything happens for a reason.

Lastly, have big goals. If you're ready to put in the hard work, you'll be surprised at what you can achieve.

PORTER NOVELLI



About Porter Novelli Australia

We're one of the region's longest established PR agencies – and we've been refining our craft for almost 50 years. At Porter Novelli Australia, we solve business problems using smart, creative and effective communication that ranges from building brands to enhancing reputation.

We do this by keeping our eyes on our audience, and delivering award-winning campaigns founded on research, experience – and a blend of digital and social media insight.

Our foundation is behaviour change. It's in our DNA.

We combine behaviour-change principles, corporate communications and consumer marketing with modern smarts and a deep knowledge in a variety of sectors. These include food, agribusiness, consumer technology, government and healthcare.

For more information on our graduate and internship opportunities, visit our website by scanning the QR code.

While you're there, watch the video to discover who Porter Novelli Australia is!





ALUMNI SPOTLIGHT



Madeleine Page

Bachelor of Journalism

Bachelor of Business (Marketing)

About me

I'm a 'consultant' – a vague job title that allows my work to be equally interesting and challenging.

From government to toys, I come across a range of industries every day. My role also spans media and issue management, as well as social media and content development.

My highlights

Finishing uni and going straight into full-time work wasn't always my plan. If you asked me what my path was in second year uni, I would have said travel.

Fast forward to my fourth and final year, I was doing three internships and rearing to start my career.

That said, it took me some time to decide which area of communications and marketing I wanted to enter. My list was long and confusing.

But interning helped me cross off and highlight parts of that list, which eventually led me to PR – the perfect balance between journalism and marketing.

A word of advice

Talk to people! Whether you see it as a blessing or a curse, our industry is very connected.

The people you reach out to and connect with at university will relieve the pressure during your job hunt.

Whether it's giving advice before an interview or helping you get your foot in the door, expanding your professional network is inevitably going to help you get from where you are – to where you want to be.



CHE
proximity

About CHE Proximity

Welcome to CHE Proximity. We are the first of a new breed.

We're a creative agency, digital agency, data agency and full-service media agency. We're also a technology agency, service design agency, consulting agency, national agency, local agency – and an embedded agency.

You can say we've built the new agency model, but that's just headline grabbing sameness.

Simply put, we're an agency that uses data to understand people. We exploit the truth to create personal and scalable experiences that influence customer behaviour – and create high commercial returns for our clients.

To learn more about our graduate and internship opportunities, visit our website by scanning the QR code.



redhanded®

About Redhanded

At Redhanded, we create meaningful connections between brands and people. This makes small brands feel big – and big brands feel personal. It's what we like to call 'Famously Local'.

We seek graduates who think creatively and appreciate quality storytelling.

As a collaborative workplace that values great ideas and attitudes, we're all about creating brilliant work – and having fun doing it.

Be sure to bring a paddle, because you'll be thrown in the deep end as you rotate through:

- Project Management
- Creative
- Media
- Digital
- Social
- Production
- Strategy

You'll even have the opportunity to glimpse the other side, with a six-week rotation at News Limited/The Weekly Times.

Applications open in October. View the key dates by scanning the QR code.





About Ogilvy Australia

Ogilvy Australia is a leading integrated communications company with a 50+ year presence in Australia.

We deliver end-to-end solutions, meet needs of all kinds and blend specialist skills – including Data, Strategy, Digital, Behavioural Science, Performance Media and Production.

Our consumers' landscape is rapidly changing, so it's important we evolve with it. That's why we're always shaping our processes by being business-minded, customer-obsessed, data-inspired, technologically astute and culturally aware.

Aligned with our mission to 'Make Brands Matter', we go beyond advertising and marketing purely for consumer attraction.

We strive to build brands for purpose and meaning.

Our culture

Our vibrant culture based on our six core values:

1. Divine Discontent
2. Relentless Curiosity
3. Adaptive Connection
4. Pervasive Creativity
5. Eternal Craft
6. Playful Spirit

Our team members live these values, and we recognise those who exemplify them best through monthly nominations and rewards.

David Ogilvy believed 'when people aren't having any fun, they don't produce good work'. He was right.

That's why we created Socialvy, the Ogilvy social committee. Socialvy organises events such as team sports, social activities and 'Snowgilvy' – our annual winter weekend in the snow fields.

Our graduate program – Goliath

Goliath is our 12-week graduate program.

It begins with a four-week immersive agency introduction, where you'll learn about the various departments and disciplines at Ogilvy.

You'll also meet our department heads, partner agencies and suppliers.

For the next eight weeks, you'll work on real client projects to give you a feel for the different roles within an integrated agency.

At the end of the program you may get to join Ogilvy as a full-fledged member of the team!

Applications open for three weeks at the end of each year, and the program usually starts in February.

Our internship program

We offer internships to driven university students who want to build their experience while completing their degrees. Applications are open throughout the year.

How to apply

To learn more about Goliath and its application dates, visit our graduate program page by scanning the QR code.



You can also head to our website via the QR code below for information on our internships and other career opportunities.





ALUMNI SPOTLIGHT



Cherry Lin

Bachelor of Business (Marketing)

Bachelor of Business (Management)

About me

After graduating from Monash University in 2017, I was lucky enough to secure a job at Ogilvy. As an Account Executive, I work with a range of clients across retail, FMCG, superannuation and fuels.

My highlights

After attending the MMSS Industry Insights event, I secured an internship at Mango. There, I worked across multiple PR accounts and attended a shoot which was super exciting!

Applying for the WIL unit also helped me secure an internship at Braveda. It was a great experience and I'm still in contact with my mentor today.

I met my current Ogilvy manager at Corporate Cocktails. This annual event is a great opportunity to engage with key people in the industry. You never know, your conversation could eventually turn into an interview and a job offer!

Today I'm an Account Executive working on multiple accounts. In this client-facing role, I coordinate and manage above and below the line campaigns for all types of businesses.

My work is fun, exciting and challenging – and I'm grateful to have a team who always supports me.

A word of advice

Put yourself out there! All it takes is one phone call or email to create an opportunity to build your experience. What's the worst that can happen?

Also, networking works. I would never have secured my interviews without it.

So attend events, make meaningful connections – and always try to leave a positive, lasting impression.

McCANN

About McCann

McCann is the world's leading advertising agency network.

We're also the brains behind some of the most well-known, iconic advertising campaigns of the last century.

Evolved from our 'Truth Well Told' philosophy, our approach centres on the belief that brand truths are catalysts for generating powerful, successful ideas. That's because they help brands play a meaningful role in people's lives.

We provide a blend of award-winning creativity, strategic insight and innovation in more than 100 countries.

Today, through our integrated world-class capabilities, we help clients drive growth across all disciplines, technologies, platforms, languages and locations.

Our culture

The McCann culture stands on three pillars: Generosity, Integrity and Bravery. These are evident in everything we do, everything we stand for – and everyone in our team.

We work hard to make our ideas bold and brilliant.

At the same time, our people are kind, interesting and generous. They're open to all cultures, personalities and beliefs – and brave to all sorts of change.

At McCann, our people are more than an integral part of our culture. They *are* our culture; one that never settles, but constantly evolves.

Our graduate program

For the most up-to-date information, visit our website by scanning the QR code.



How to apply

To learn more about McCann or our graduate programs, email robert.stone@mccannwg.com.



ALUMNI SPOTLIGHT



Leighton Howindt

Bachelor of Business

About me

When I was studying at Monash, I got involved in the campus culture as much as possible. In the end, it led me to become the MMSS treasurer for two years.

Now an Account Executive, my career with McCann has been extremely enriching and diverse.

I've worked for a range of client campaigns, including the Melbourne International Film Festival's 'Unwritten Reviews', the University of Melbourne's 'For Every Future', and headspace's 'Add a Little Colour to Your Day'.

My highlights

I started my placement after an internship at McCann in my final year. Eventually, it turned into a full-time position.

Balancing study and work was tough, but something I would highly recommend to anyone who has the opportunity.

The advertising world is very fast-paced. Every day presents new problems to solve. As an Account Executive, I'm at the heart of every project, working directly with clients and creative and production teams to turn concepts into tangible results.

It's challenging to say the least. But seeing your work in public spaces is exactly what makes my career so rewarding.

A word of advice

Graduates coming out of uni mostly have the same experience, since they've covered the same subjects throughout their degree.

That's why in the years leading up to your professional life, it's a good idea to follow your interests and build your experience in a range of areas. Finding your point of difference is pivotal when applying for jobs.

Whether it's studying overseas, doing internships or pursuing a particular passion, show that you're more than just your degree.

who could you become?

Coordinator

Typically an entry-level role, you'll learn all about the industry – while supporting campaign reporting and performance.

Planner/Buyer

Working with clients and media owners, you'll ensure the right message targets the right people, at the right time, at the right place.

Strategist

You'll use your deep brand knowledge to solve a variety of business problems – and help your clients connect with their consumers.

Programmatic Executive

You'll combine data, media and trading expertise to ensure campaigns run smoothly – and clients reach their desired audience.

Digital Consultant

Using your knowledge of technology and business, you'll help clients reach their target customers with messages that resonate.

Search Engine Specialist

Using either paid or organic strategies, you'll help your clients improve their rankings on search engines like Google.

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About our industry

Media is anything that influences, informs and inspires consumers.

Our industry is growing and evolving due to the disruption of technology and the fragmentation of media options. So it's an exciting time to be here.

Professionals in our industry are innovative, dynamic and creative. We use a tapestry of diverse skills.

We work hard to understand clients, their business needs and market dynamics. That's how we choose the right channels – to deliver messages that resonate with their target audiences.

We bring efficiency across media planning and negotiation, and we amplify messages via content creation, social media, SEO and more.

Whether it's with clients or media outlets, we're always collaborating.

About the Media Federation of Australia (MFA)

The MFA is an alliance of Australian agencies who promote the common interests of our industry. We represent media communication agencies to clients, industry, media owners and the general public.

More than 90% of the advertising you see has been strategically placed and negotiated by one of our member agencies.

Want to learn more?

If you're interested in building your experience, visit our careers page by scanning the QR code below. The other code will direct you to our Facebook page – where we regularly advertise graduate and entry-level positions across the industry.



Or if you have a specific question, email us at MFA@mediafederation.org.au.



About OMD

'To be known for performance, from our people, for our clients, always done with integrity.' That is our vision.

We believe that performance means growth and accountability to our people, clients and the business – and integrity is being ethical, open and transparent in everything we do.

At OMD, we have four key values:

Authentic: We tell it how it is. No jargon. No smoke and mirrors. We can have honest conversations with workmates, clients and partners.

Challenge Convention: We won't do something because it's easy – or the way it's always been done. We look for new, fresh and smart ways of doing things. But we do it with rigour, not on a whim.

Fun Matters: It's in our DNA. We're an agency that likes to smile. It makes us more creative, collaborative and engaged... making it just that little bit easier to get out of bed on a Monday morning.

Team First: A team that's got your back. There's no better feeling than coming together to achieve greatness.

Our culture

Our philosophy is to have fun while getting the job done.

We invest heavily in career development and mindfulness training to ensure our people maximise their potential – and become well-rounded professionals.

We offer flexible work and have a social committee called 'The Voice'.

The Voice actions social, health, wellbeing and charity programs on behalf of all staff. Plus, every day is Doggy Day – so there's always a furry friend running around the office.

Our graduate program

Our graduates join OMD as Media Assistants who provide administrative support in the buying and implementation process for our clients.

Whenever we promote one of our assistants, or win new business, we hire newbies. Since this can happen at any time, we're happy to receive applications all year round!

Our internship program

Our annual Intern Program runs for three weeks. Structured and comprehensive, our program gives interns a thorough understanding of media.

Our program generally runs from late-June or early-July. We start recruiting in April – but we're happy to receive applications all year round!

How to apply

For more information on our internship or graduate programs, visit our website by scanning the QR code. To apply, send your application and CV to OMDPeopleTeam@omd.com.





ALUMNI SPOTLIGHT



U-Shern Teoh

Bachelor of Business (Management)

Bachelor of Business (Marketing)

About me

I'm an Activation Assistant at OMD.

As part of the Programmatic & Search team, I help with briefing, targeting and implementing marketing strategies across a range of digital platforms.

My highlights

After several unsuccessful applications, I decided it was time. Time to take initiative. Time to enhance my skillset.

So I took the free Google Digital Garage course and learnt about Google Ads. I also expanded my professional network by keeping in contact with Jane Carroll and other people in the industry.

Luckily I did, because it was through these connections that I discovered OMD – and the Digital Assistant opportunity available.

I immediately applied for the job... and I've loved every minute since day one.

At OMD, I'm constantly developing and learning while immersed in an amazing culture.

A word of advice

Entering the industry is one of the hardest parts of building your career. So it's important to keep an open mind – and gain experience first.

Don't forget to make the most of networking events and maintain relationships with your contacts.

During the job search, keep learning and applying. The marketing industry is always changing, so it's important to adapt. Improve your strengths, work on your weaknesses and try to look at yourself from an employer's perspective.

Lastly, stay up-to-date with industry news – and hone the skills that are valuable to the industry.

Good luck!

+ research & brand strategy

who could you become?

Consultant

You'll analyse and solve business problems for clients in various industries, including FMCG and media.

Digital Insights Executive

You'll conduct qualitative research and manage online research communities for clients.

Account Executive

You'll create client relationships, manage projects, brief teams and get work approved.

Brand Strategist

You'll solve a range of marketing problems by creating plans based on current market data.

Company Researcher

You'll gather and analyse consumer and competitor data to identify sales opportunities.

Industry Analyst

You'll perform primary market research, assess trends and create forecasts.

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About our industry

Through research, professionals in this industry gather information on consumer attitudes, preferences, habits and more.

They then use these insights to develop strategies to help businesses better meet their customers' needs.

Want to learn more?

To discover more, scan the QR code.

It'll take you to the Australian Marketing and Social Research Society website, which promotes valuable industry information, news and events.





the lab

About The Lab

We are ambitious and curious. We believe that 'iron sharpens iron'. And we believe in igniting tomorrow.

At The Lab, everything we do is based on our five Cs: Courage, Collaboration, Creativity, Curiosity and Care.

Our culture

We love inquisitive people and exciting work. In fact, we designed our office to invoke creativity and collaboration at every turn.

Our graduate programs

We don't offer a structured graduate program, because we believe in jumping straight into things.

As one of our graduates, you'll be involved in live projects from the beginning!

No matter what your first role is, your experience with us will be remarkably diverse. You'll work across a wide range of categories and industries, solving all sorts of business problems.

Our internship programs

We're always on the lookout for curious minds to join our internship program.

The best times to reach out are November to January and April to June. However, we're happy to hear from potential applicants all year round!

How to apply

Email us at info@thelabstrategy.com – and we'll get in touch for a chat!



ALUMNI SPOTLIGHT



Reynaldo Yamin

Bachelor of Business (Marketing)

About me

I'm a Consultant at The Lab in Melbourne. I found my way here through the Marketing Internship unit which was part of my major. Outside of work, I enjoy building things that test my skills and knowledge.

My highlights

'Always put yourself out there.'

That's one of the first pieces of advice I got at The Lab.

Since then, I've used it as an intrinsic driver to propel myself towards new challenges and explore my curiosity.

I've worked on countless projects over the last two years and in diverse industries. AFL, Simplot, Kmart, Origin Energy, Channel Nine, 7-Eleven are just some of the clients I've helped.

My work spans positioning, usage and attitude, segmentation, journey mapping and innovation.

It's this diversity that makes my days interesting – and allows me to develop a wider perspective of the world.

A word of advice

Get out there – and stay open to new perspectives! That means using this time while you're still in uni to reach out to your friends (and friends of friends) who work in relevant industries.

Meet up with them, pick their brains and ask questions. You can learn through other people's experiences as much as you can from your own.

I also recommend the Marketing Internship unit with Jane Carroll. I say this every year because it's the best thing I've done for my career so far. An internship is a great opportunity for you to gain insight into the working environment. It's also a very effective way to prove your work ethic.

Even if there are no job opportunities by the end of your internship, employees never forget a hard worker. So be sure to leave a memorable impression.

KANTAR MILLWARD BROWN

About KANTAR Millward Brown

We're the leading global brand and communications advisory agency.

Our mission is to help our clients grow great brands. It's at the core of everything we do.

We work with 90% of the world's leading brands, helping them bring the right people and expertise together. That way they can make decisions with confidence – and achieve strong, sustained brand growth.

Using quantitative and qualitative solutions, we focus on:

- Creative development
- Brand guidance
- Media and digital effectiveness
- Analytical approaches to meeting our clients' needs

Over the past 40 years, we've created a powerful base of knowledge and experience, unrivalled in the Australian marketing industry.

In fact, we were a 2018 B&T 'Research Agency of the Year' finalist, proving our excellence in market research.

At KANTAR Millward Brown, we're passionate about understanding people and the extraordinary. We're all about changing the world around us – as a brilliant team of advisors, researchers and data scientists.

Our culture

As a leader in our rapidly evolving industry, we attract and develop a different calibre of strategists.

We look for people who are bold, optimistic, supportive, connected, creative and authentic. They also need to be ambitious, bright and willing to go beyond the obvious.

It's a proven formula that has seen our graduates run specialist practice areas, manage international

accounts, influence Board-level strategies – and hold global positions.

Our graduates come from all kinds of universities, studying degrees in arts, science, economics and business.

But we believe that an eye for detail, creative problem solving and confident communication are more important than any qualification.

Our graduate program

We're always looking for the best talent. When we find the right people, we give them as many opportunities as possible.

As one of our graduates, your world will centre on your clients. It's through this lens that you'll:

- Get to the heart of various businesses while honing your discovery skills
- Help design cutting-edge research solutions for unique challenges
- Analyse and synthesise data to guide some of the world's leading brands
- Learn from some of the brightest, most influential minds in the business

Our senior leadership team has driven global research, consultancy and creative agencies. You'll get to work with them, side-by-side.

What's more, you'll have the best resources at your fingertips, including BrandZ. Run and managed exclusively by KANTAR Millward Brown, BrandZ is the world's largest global brand equity platform covering over 100,000 brands across 50 countries.

Needless to say, the life of a graduate at KANTAR Millward Brown is dynamic, fast-paced and exciting.

Applications open 5 November and close 30 November 2019.

How to apply

Email your resume and a short cover letter to nilly.keshtiar@kantar.com.



ALUMNI SPOTLIGHT



Chris Mason

Bachelor of Commerce (Marketing & Management)

About me

While studying at Monash, I was the MMSS Social Coordinator (2015-2016) and Social Director (2017).

After completing the one-year graduate program at KANTAR Millward Brown, I landed a role as an Account Executive.

During the program, I worked across a variety of accounts and projects. Even now, my clients come from a diverse mix of industries – including personal care, education and FMCG.

My highlights

Throughout my degree, I knew I wanted to work in marketing, but I didn't know which area.

It wasn't until I chatted to two KANTAR Millward Brown representatives at Beers with Peers that I realised market research was for me. The very next day, I applied for a part-time position in the company.

Working while studying was challenging because I had to manage my work-life-study balance carefully. But the pros far outweighed the cons. When applying for graduate programs, I had a leg-up thanks to my experience. Plus, the transition from part-time to full-time was really smooth.

Now, I work alongside a team of brilliant people in a fast-paced, client-centric role.

I spend my days partnering with clients to optimise their creative executions and grow their brand equity.

I've also had the opportunity to present to rooms filled with marketing and advertising executives.

A word of advice

Network. Network. Network.

Attend all of the networking events your university or society offers. They're great opportunities to rub shoulders with top executives from the companies you're interested in. They're also chances for you to ask all your burning questions about working in the industry.

Don't be afraid to approach representatives either – whether it's at an event, via email or LinkedIn. All of them were in your position not too long ago, so they understand what it's like trying to secure a position while studying.

Even if they can't help you now, add them to your network and keep in touch. You never know where you'll end up in a few years!



forethought

About Forethought

Forethought is a brand growth firm.

We solve customer-facing growth challenges of ambitious brands by using science to understand consumer behaviour. We give clients the insight they need to make informed management decisions, and to frame marketing and operations investments.

As partners, we help our clients' management teams focus on priority initiatives that will grow their organisation – and their brand.

Our culture

Forethought is all about people.

Walking the hallways or passing the kitchen oozes the opportunity to collaborate, laugh and immerse in a culture that's committed to continual learning.

What's more, a lot of us are inherently on a quest to face bigger challenges, delve deeper, understand more – and feed off each other's curiosity.

Overall, Forethought is an energising place to be.

Our graduate programs

As a graduate at Forethought, you'll experience all our specialist teams in your first three months. Through this, you'll learn how they contribute to the core of our work: driving our clients' growth.

You'll participate in a rotational program that includes training sessions, practical experience and case studies.

This will give you the opportunity to:

- Learn about insights methodology and application
- Be a part of workshops for personal and professional development
- Connect with past graduates
- Be coached and mentored by your buddy

Throughout our graduate program, you can also join an industry-specific portfolio. By immersing yourself in client contexts and macro-environments, you'll eventually become a well-informed, trusted advisor.

Our portfolios include:

- Banking & Finance
- Superannuation
- Learning, Property & Enterprise
- B2B
- Travel & Leisure
- Communications
- Healthcare/Pharmaceuticals

Applications for our 2020 graduate program open in March and close in April.

How to apply



Visit our website by scanning the QR code.



ALUMNI SPOTLIGHT



Sheona Bello

Bachelor of Commerce (Marketing & Management)

Bachelor of Arts (Spanish & Latin American Studies)

About me

As a past President of MMSS, I'm so excited to contribute to the Monash marketing community.

After my time at uni – and the opportunities it gave me to study in Spain – I earned a graduate role in consulting at Forethought.

Interested in evidence-based decision making and passionate about driving customer-led initiatives, I couldn't wait to immerse myself in the Travel & Leisure portfolio. I worked with clients across aviation, tourism and leisure to solve challenges spanning brand positioning, customer experience and communications.

Now almost two years in, the opportunities to learn, experience and grow are endless.

In fact, as I wrote this, I was seconding from our US practice in New York – exploring the landscape and engaging with our client network across North America.

My highlights

At the end of my graduate year, I won Forethought's Sankey Award for being the top graduate of 2017. Along with it came the chance to work in our New York office.

It's been an incredible opportunity to experience life in the Big Apple, engage with our US colleagues and explore their challenges.

I have no doubt that my commitment to building strong working relationships, being open to new challenges and admitting when I didn't know the answers were pivotal to this achievement.

A word of advice

After reflecting on my own journey as a graduate, I came up with a few nuggets of wisdom:

- Build relationships before you face a project. In every organisation, success requires a collaborative effort across divisions and teams, and working together is far more enjoyable in a friendly setting.
- Just say 'YES!' Take every opportunity that's thrown your way – so you'll be more informed and prepared when the next task comes along.
- Get overwhelmed. Feel uncomfortable. And then confront the challenges before you. Management can spot young talent and is willing to support, teach and guide you.



MONASH
University

ACRS

About the Australian Consumer and Retail Studies (ACRS) unit

As part of the Monash Business School's Department of Marketing, ACRS combines commercial thinking with academic rigour. That's how we deliver practical insights to inform business decision making and strategy.

We create tailored research solutions, insightful seminars and trend analyses to promote positive consumption for a brighter future.

ACRS also connects marketing honours and PhD students with academic scholars and industry partners to support their research.

Our culture

We're a small team of forward-thinking researchers.

We value integrity, collaboration and continuous improvement. What's more, we always celebrate wins in our day-to-day work.

At ACRS, we promote an inclusive team culture to undertake high-quality commercial research that positively impacts organisations – and society as a whole.

Our internship programs

ACRS is constantly seeking curious and enthusiastic students to help with our research services.

We offer formal internships through the Marketing Internship unit (MKX3631) – and informal internships too!

As an intern, you'll develop practical market research skills that will help you become job ready. You'll also get opportunities to contribute to our quarterly tracking study, author online publications and more.

How to apply

Submit an expression of interest by scanning the QR code and filling out the form.





ALUMNI SPOTLIGHT



Clarice Huston

Bachelor of Business (Marketing)
Honours in Marketing

About me

Originally from Canberra, I moved to Melbourne to study a Bachelor of Business (Marketing) at Monash.

At first, I wasn't sure what I wanted to achieve with my degree. But eventually I developed a passion for market research and consumer behaviour.

I found out about ACRS and its internship program through my first-year marketing tutor. This drove me to learn more about market research and its importance to organisations.

After my internship, I was offered a part-time position at ACRS while studying.

Fast forward to today, I've now worked at ACRS for two years. Throughout my time, I've published content for our industry partners, helped commercial research projects, tracked studies, coordinated events and more.

In 2018, I also completed my Honours in Marketing to develop advanced market research skills that I apply to my work every day.

My highlights

Before ACRS, I was a PASS student mentor for the first-year Business Law subject. I was also actively involved in clubs and societies at the Caulfield campus.

These experiences helped me develop skills you can't learn from a textbook – and connected me with like-minded people.

What I love about working at ACRS is that there's always something new and interesting to do. One moment I could be working on a publication for an industry partner... and the next, assisting with a major research project.

A word of advice

Be curious and take every opportunity that comes your way. You never know what ideas and people you'll encounter – which may lead to greater opportunities.

Also, talk to your tutors and lecturers. I never could have imagined that my first job in marketing would be through my tutor.

So get to know yours, especially if you're interested in their area as they often have industry contacts.



WHERE KNOWLEDGE IS POWER

About IBISWorld

We aim to be the world's premier provider of high-value online industry and procurement information. We're renowned for delivering thoroughly-researched, reliable, accurate and timely insights.

Our clients include the world's largest corporations, governments and institutions.

We offer our clients extensive business intelligence that's objective, insightful and easy to digest – to help them make better decisions.

Our culture

Our culture and values are key to our global expansion and success. They reflect what we are, how we do business and our plans for the future.

- **Teaching skill:** We give our employees every opportunity to grow professionally and personally. Continual training and development are vital to every role.
- **Earned opportunities:** We reward dynamic people who make IBISWorld a productive place to work. We look for can-do attitudes, enthusiasm, hard work and integrity at every level of our business.
- **Community:** We encourage communication and collaboration across all business areas. Our community focus makes us stronger and more adaptable to global markets as we share ideas internationally.

Our graduate programs

IBISWorld doesn't have a formal graduate program, but our Production department is a great first step for graduates. We're also always looking for talented business graduates to join our Company Research and Industry Analyst teams.

Or if you have a knack for grammar, our in-house Editorial department could be the place for you.

How to apply

Head to our careers page or the Monash Career Gateway by scanning the QR codes.





ALUMNI SPOTLIGHT



Andrew Ledovskikh

Bachelor of Commerce (Economics)

Bachelor of Arts (History)

About me

I'm an Industry Team Leader at IBISWorld.

In my four years at the company, I've held a range of positions, including Enterprise Researcher, Industry Analyst, Media Coordinator, Company Researcher and SEO Analyst.

My focus has always been on making the most out of any role – while highlighting its importance to the company.

My highlights

Throughout my four years at IBISWorld, I've had the chance to take on a new role almost every 10 months.

I've also had many awesome opportunities to work on product development projects, manage and mentor a team, make live media appearances and more.

A word of advice

I've interviewed many people since starting at IBISWorld. During the interviews, I'm not trying to find out about a candidate's technical expertise. I want to discover what type of person they are.

Unfortunately, many of the people who give perfect answers taken from a 'Top 10 Interview Tips' webpage don't show me that.

If I feel like I don't know them after the interview, I'm reluctant to hire them.

So my advice is to not over prepare.

Be ready for technical questions and think of a few stories so you don't stumble on the day. But for everything else, just be yourself and relax.

If you can show the interviewer that you're a decent, easy-going person who'll fit into the team, you're more likely to get the job.

Remember, not being able to find a job doesn't reflect not being able to do one.

Once you discover the right opportunity and get your foot in the door, you'll have as much of a chance at success as anyone else.

+ consumer discretionary

who could you become?

Marketing Coordinator

While building your industry knowledge, you'll help execute creative campaigns – and ensure they're brand-aligned.

Digital Account Coordinator

You'll plan, develop and manage digital strategies while supporting account executives and media planners.

Brand Strategist & Planner

Using all your branding expertise, you'll help solve business and marketing problems of all kinds.

Marketing Analyst

Perfect for those with a knack for numbers, you'll analyse competitor activities and consumer behaviour to add insight into client campaigns.

Content Production Manager

You'll oversee all aspects of content production – from brainstorming ideas all the way to publishing.

Digital Marketing Specialist

From Facebook to Google Ads, you'll use a range of techniques to help clients engage with their target audiences.

featured

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42 carsales

About our industry

Consumer discretionary describes non-essential consumer spending. It includes items such as cars and clothing that customers buy if they have enough disposable income.

When preferences change, the industry adapts. That's why success is based on how well companies meet the ever-changing needs of their target customers.

You can build your career in several areas, including:

- **Automobiles and components:** Cars, trucks, motorcycles and their parts
- **Consumer durables and apparel:** Furniture, clothing and household items
- **Consumer services:** Hotels, restaurants and leisure activities
- **Media:** Advertising, entertainment and publishing
- **Retail and wholesale:** Selling items as single units or in bulk to end-consumers and intermediaries



About Mercedes-Benz

Due to the conditions in the automotive industry, our parent company Daimler has a new purpose: to 'First Move the World'.

This new purpose recognises that our responsibility goes beyond challenging ourselves. We must also challenge the industry we founded – and improve the world we founded it for.

'First Move the World' means we strive to create progress, take bold steps and make a positive impact.

We're enthusiastic about the opportunities that arise from connectivity – and we want to be pioneers in autonomous driving. We're also passionately promoting new mobility services and forging ahead with electric mobility.

Our culture

The culture at Mercedes-Benz is best described by our eight leadership principles which are embodied in everything we do:

1. Driven to win
2. Customer orientation
3. Pioneering spirit
4. Agility
5. Learning
6. Co-creation
7. Empowerment
8. Purpose

These principles are what make us an innovative and exciting place to work!

Our internship programs

Although Mercedes-Benz offers lots of opportunities, we have two main programs:

1. **IBL Program:** A 12-month, full-time program which spans many business units. The program starts in January every year, and applications open around July/August.
2. **Ad-hoc internships:** Ideal for students looking for a part-time opportunity, these internships are typically 3-6 months in duration.

Learn more



To learn more about our IBL Program and ad-hoc internships, follow us on LinkedIn by scanning the QR code.



ALUMNI SPOTLIGHT



Emily Davis

Bachelor of Business (Marketing)

Bachelor of Business (Management)

About me

I began my degree at Monash in 2013 and went on exchange to Simon Fraser University (Vancouver, Canada) in 2015.

After this, I joined Mercedes-Benz as a Campaigns and Retail Marketing Assistant through the IBL Program. During this time, I studied part time and worked full time, eventually finishing my degree mid-2018.

Now three years on, I'm still at Mercedes-Benz – and loving it as a Campaigns and Retail Marketing *Specialist*.

My highlights

Since joining Mercedes-Benz, I've strongly supported the retailer network along with many brand and retail campaigns – which has been incredibly rewarding.

But the proudest moment in my career so far was seeing my very first campaign on TV!

I'll never forget the feeling of seeing a concept I developed from story boards actually airing on TVs around Australia. To top it off, that campaign won a Bronze Effie.

A word of advice

Marketing is so broad, so it's important to try as many areas as you can – whether it's corporate, agency, media, digital, campaigns, PR, events or sponsorships. The list goes on!

Many people have told me they didn't enjoy their internships. And my response is always 'GREAT!'. That's because it's just as important to discover what you don't like as it is to discover what you do like.

My second piece of advice is to get involved while you're at university. I joined the MMSS committee during O-Week and it was one of the best things I ever did. I formed many friendships and built a large network that's still valuable to me today.

So don't underestimate societies like MMSS. They can provide invaluable experience – and set you apart from other candidates.



About carsales

At carsales, our vision is to be leaders of cutting-edge solutions that delight our clients, motivate our team – and ‘EnRICH’ our culture.

This demonstrates our commitment to innovation, our customers, our people and the carsales culture.

Our culture

Enjoyment, Respect, Integrity, Communication and Honesty. These company values (EnRICH) are central to our culture.

Our environment is fast-paced and dynamic. But it's also collaborative and diverse. Innovation and inclusion are at the core of everything we do.

Attracting and retaining the best talent is important to us. We hire highly-skilled and experienced people who share our values, embody our diverse commitments – and are proud to be here.

Our graduate programs

Aimed at creating future leaders, our graduate program ‘Next Gear’ comes in two streams:

- **Commercial:** Graduates rotate through Finance, Marketing and Product & Insights
- **Technology:** Graduates rotate through QA, Development, UX/UI and Development Operations

You will be supported by motivated, skilled and creative people who will help you build your career.

Next Gear launched in 2018 – and we have already welcomed six commercial and technology graduates into the carsales team.

Applications open in January and close in March.

How to apply

To learn more, visit our careers page by scanning the QR code – or email us at talent@carsales.com.au.





ALUMNI SPOTLIGHT



Kara Faella

Bachelor of Business (Marketing & HR)

About me

I graduated with a Bachelor of Business mid-2017. A week later, I started as a carsales Marketing Coordinator in the Brand/Consumer Marketing team.

It's my first full-time position – and soon I'll be celebrating 18 months in this role!

My highlights

It all happened over the 2016-2017 summer. I completed an internship at carsales as part of the Business Internship unit at Monash.

In my final semester, I found out about a new position in the carsales team. After expressing my interest, I began an extensive application process that included solving a business problem in front of a panel.

Thankfully, the hours of work I put in paid off. I got the call saying I'd been successful – and I've never looked back!

A word of advice

My advice is to seek out any industry opportunity and run with it.

You'll be amazed at the confidence and skills that on-the-job experience will give you. It will improve your understanding of marketing and give you a competitive edge in the job market.

My internship was a result of networking. So whether it's through a Monash contact or a friend or family member, I encourage you to take initiative and see what opportunities you can create.

Good luck!

+ business consultants

who could you become?

Digital Marketing Consultant

Through in-depth research, you'll plan, prepare and recommend digital marketing strategies for all sorts of clients.

Advisor

By offering your expertise, you'll help clients improve their performance and manage risks more effectively.

Content Marketing Manager

You'll plan and execute content marketing strategies across multiple platforms to drive traffic, engagement, retention and sales.

Sales Consultant

You'll analyse competitor behaviour, identify opportunities for new business and negotiate proposals with potential clients.

Media Analyst

Often a graduate role, you'll track the media coverage of products and report to media buyers and executives about the 'buzz'.

featured

46 EY

48 Deloitte

About our industry

In this industry, consultants are typically called in to advise senior decision makers to resolve a range of business issues.

Naturally then, professionals in this industry must be effective problem solvers with strong people skills.

Consulting services are offered in a variety of areas, including:

- Strategy
- Operations
- Financial
- Marketing
- Human Resources
- Management
- IT



About Ernst & Young (EY)

'Building a Better Working World'

For us, 'better' defines the way we work – and starts with questions like 'what's next?'.

Now in the Transformative Age, we need to respond to rapidly-changing circumstances. We believe that the biggest breakthroughs in the world happen by asking these two small yet powerful words.

Our culture

We value everyone's opinions. After all, it's through diverse thoughts and ideas that we're able to provide a better service to our clients.

What's more, we work hard to ensure our people build a strong network – one that lasts a lifetime.

Our graduate program

When you join us as a full-time graduate, we put your knowledge to the test, build your technical skills and give you all the responsibility, support and training you need.

Our Vacationer Program

At EY, we also offer a Vacationer Program, which is a smart way to experience the working world during your holidays. Show us what you're capable of – and you may be invited to join us as a full-time graduate.

How to apply

To start your journey or learn more about our programs, visit our careers page by scanning the QR code.





ALUMNI SPOTLIGHT



Jacqui Krew

Bachelor of Arts (Psychology)

Bachelor of Business (Marketing)

About me

After starting out as a graduate, I'm now a consultant in the Advisory team at EY Australia (a member firm of EY).

My highlights

In my final two years at Monash, I undertook two internships – both in agencies.

During these internships, I discovered that I loved solving business problems in all kinds of industries. And in the end, it's what fuelled my decision to apply for a consulting position at EY.

Since starting in February 2018, I've worked in a range of areas including Manufacturing Excellence, Large IT Transformations, Risk Transformation and Procurement. I've also been a part of many interesting, challenging projects – and learned so much in the process.

A word of advice

When you're at uni, seek as many opportunities as you can – whether it's networking events, career workshops or internships.

If you discover that a particular industry or business is not for you, that means you're one step closer to uncovering what you're *really* passionate about.

Give 100% and always be an avid learner. Building your skillset can go a long way – and may eventually lead you to your dream job!

Deloitte.

About Deloitte

We're motivated by a purpose that goes beyond profits: to make an impact that matters in our communities.

We achieve this by nurturing a vibrant, creative and stimulating culture. Our commitment to diversity and inclusion also focuses on people's wellbeing, ensuring that everyone feels welcome and valued at Deloitte.

Together, our purpose and commitments position us to improve lives – and drive change towards a more prosperous, sustainable society.

Our culture

One of our biggest strengths is the breadth of roles and projects we offer.

With expertise in a variety of areas, our people are able to pursue opportunities that suit their goals – while contributing to important work that's shaping Australia.

At Deloitte, we empower our people to do great things by giving them a strong, supportive network *at all times*.

Our graduate program

After applying for a specific area, our graduates work on real client projects across a variety of industries.

Our Summer Vacationer Program

Each year, we take on Summer Vacationers who spend 3-8 weeks in one of our business units. There, they experience what it's like to work in a leading professional services firm. At the end of their placement, some of our Summer Vacationers are invited to join our graduate program.

Applications for both programs open in February. Closing dates depend on your chosen service area.

How to apply

To learn more about our programs, visit our careers page by scanning the QR code.





ALUMNI SPOTLIGHT



Jade Calle-Warwick

Bachelor of Business (Marketing)

Bachelor of Arts (Psychology)

About me

I'm an Analyst in the Digital Consulting department of Deloitte. I started as a Summer Vacationer in 2016 and began the graduate program in 2018.

Consulting is a rollercoaster. You get plunged into new industries and solve problems for clients in unfamiliar environments. But it's incredibly rewarding to know you've made a difference.

My highlights

I'm not one of those people who knows exactly what they want to do in life. That's why consulting is a great career path for me.

I discovered it after realising I didn't want to be stuck in a cubicle doing the same thing every day.

Working in an area like consulting, where software engineers, data scientists and graphic designers regularly collaborate, means there's no such thing as a typical day in the office.

Initially, I never thought that using data to solve real-world business problems would interest me. However, taking extra units throughout my degree gave me a fresh perspective and an edge when applying for

internships. In the end, these led me to my current role.

During my time at Monash, I also had supportive tutors who helped me make the most of my studies.

Through the Deloitte Summer Vacationer program, I worked on real client projects which allowed me to discover what I did and didn't enjoy.

Thanks to this program, I was able to determine how well the role suited me before I committed to the job.

A word of advice

Don't feel you need to have everything figured out. However, *do* try to take a step in the right direction.

Although no first job is perfect, it's important that you don't settle for a role *you know* you won't be happy in.

Try to find something that really excites you – and turn that into a job. It's easier said than done, but the best way to discover your passion is to experience as much you can.

So apply for that internship you've always wanted, do a study tour to experience a new culture or find a tutor you respect and ask for their advice. You might find the answer where you least expect it to be.

who could you become?

Marketing Coordinator

Typically an entry-level role, you'll develop and execute campaigns, track sales, present data and maintain databases.

Digital Account Coordinator

Working closely with your team, you'll pitch ideas and develop strategies to address a range of client challenges.

Brand Strategist & Planner

In this role, you'll ask a lot of questions and build your brand knowledge to solve a variety of client issues.

Market Research Analyst

By analysing market conditions, you'll help clients identify the best offerings to deliver – and suitable prices for them.

Digital Marketing Specialist (SEO)

You'll improve your clients' search engine rankings by developing and implementing SEO strategies.

Content Production Manager

You'll oversee all aspects of content production, from brainstorming to publishing.

Social Media Manager

You'll plan and manage social media campaigns, and curate all published content across a range of platforms.

Buyer

Working closely with merchandisers, you'll ensure the right products are brought into retail outlets.

featured

52 L'Oréal

54 Carlton & United Breweries (CUB)

56 Colgate-Palmolive

58 Reece Group

About our industry

The Fast Moving Consumer Goods (FMCG) industry covers goods sold quickly – and at relatively low prices. These include toiletries, over-the-counter drugs and packaged foods.

The items in this industry typically have a short shelf life due to high consumer demand or perishability. That means companies need to market effectively, produce high-quality goods and develop powerful pricing strategies to succeed.

Want to learn more?

To discover news and events in the FMCG industry, scan the QR code.



L'ORÉAL

T A L E N T

About L'Oréal

L'Oréal Australia is part of the L'Oréal Group – the world's largest pure beauty company with over 100 years of history.

We're a passionate team in a growing market, with a local portfolio of 28 brands.

Founded by a scientist, L'Oréal has always focused on cutting-edge research. Our innovation now centres on digital transformation, positioning us as leaders in connecting beauty and technology.

Our culture

Our energetic and vibrant culture is underpinned by strong ethical principles and a belief that financial performance and responsible business go hand in hand.

Each day we're driven by our six founding values: Passion, Innovation, Entrepreneurial Spirit, Open-mindedness, Quest for Excellence and Responsibility.

L'Oréal Australia supports a flexible working environment that meets the needs of our employees, with an emphasis on delivering great business outcomes rather than measuring time and attendance.

Our graduate and internship programs

We have graduate roles available in Marketing, Supply Chain, Finance and Sales. Our internships roles are in Marketing, Digital, Ecommerce, Sales, Supply Chain and Finance.

Applications for both programs open in February each year.

How to apply

For more information, visit our careers page by scanning the QR code.





ALUMNI SPOTLIGHT



Peter Williams

Bachelor of Commerce

Bachelor of Science

About me

I've just started the L'Oréal Grad Program as a Management Trainee in Marketing. I finished uni in June 2018, after more than five years of studying.

Initially, I wanted to get into Medicine, so I started studying Health Sciences in New Zealand. But after six months, I decided it wasn't the right path for me.

After that I chose Commerce/Science at Monash – and I fell in love with marketing *instantly*.

Throughout uni, I completed marketing internships at DFP recruitment, Doutta Galla and Carlton & United Breweries (CUB). I also took on the role of Professional Director for MMSS where I was responsible for all academic and professional-related events at the Clayton campus.

My highlights

While at uni, I balanced study, volunteer work and professional development with my personal hobbies and social life.

It's all been due to two factors: hard work and pushing myself out of my comfort zone.

I believe that success is the result of serious effort and a multitude of failures.

Whether it's speaking in front of a large audience or attending networking events, I strive to take advantage of every opportunity that comes my way.

A word of advice

If you're nearing the end of your degree, you may already have an idea of which career path you want to take. But if you don't, that's ok.

Before finishing uni, I was determined to apply for every graduate program under the sun, hoping I'd get one or two offers to choose from.

But during my final semester, and after many conversations with Monash alumni, I could see it wasn't worth applying for grad programs I wasn't interested in. If I got offered a role I wasn't passionate about, I'd end up doing something I don't enjoy.

In the end, I only applied for two programs – and one of them was L'Oréal. Since the start, the program and company have given me everything I've been looking for.

So think carefully about every opportunity and prioritise those you want most. Put all your energy into your passions, because it will eventually get you to where you want to go.

Good luck!



A proud part of the
ABInBev family

About Carlton & United Breweries (CUB)

For centuries, we've been bringing people together through sports, music and culture.

We make everyday moments extraordinary – and seize every opportunity to serve more of what people crave.

Because of this, we pour ourselves into our work. From the farms to the markets, we take pride and ownership in every step we take as we craft great beer from the best natural ingredients.

We're always paving the road for a better tomorrow – and celebrating the great times that bring us together.

Our culture

Our workplace culture is based on building common ground, strengthening connections and achieving more together.

It defines who CUB is – and injects the energy and focus we need to achieve our dream.

Our graduate programs

We offer three graduate programs:

1. Global Management Trainee (10 months)
2. Supply Management Trainee (12 months)
3. Commercial Management Trainee (12 months)

Whichever program you choose, you'll get to know all areas of our business – including Supply, Sales, Marketing and Logistics.

From the start, you'll work on real projects, be treated as future leaders and learn everything it takes to run one of the world's most successful companies.

Applications open in March.

Our internship program

We offer 10-12 week summer internships in Sales, Marketing, Supply and Support.

Throughout the program, you'll work with senior leaders on real projects and deliver tangible results.

Our internship is for students who are in their penultimate year, and completing either a bachelor or master's degree.

Applications open in March.

How to apply



To learn more about our graduate programs, internships and other opportunities, scan the QR code.



This LinkedIn code will direct you to our page, where we post career advice and updates (so please follow us).



ALUMNI SPOTLIGHT



Rebecca Leibel

Bachelor of Business (Marketing)

About me

I majored in marketing, but I also did electives in psychology and history.

During my studies, I was actively involved in campus life, attending many camps and MMSS events.

Once I finished my degree in June 2017, I landed a graduate job at Denstu Aegis Network in digital media. This role was very practical. I dived right into the deep end and got my hands dirty.

Even though I loved the culture of an agency, I was keen to enter the client side. I felt this would complement my degree and give me a greater understanding of the marketing world.

That's what led me to my current position: Marketing Coordinator at CUB.

My highlights

Getting a job before finishing uni was an exciting milestone.

I achieved this by studying hard... and getting hands-on experience through three internships.

These internships took me beyond the classroom and helped me stand out from other candidates during the hiring processes of both my Denstu Aegis and CUB jobs.

A word of advice

Get out there and network as much as possible. Attend as many MMSS career events as you can. They're there to guide you.

Also, don't be afraid to send LinkedIn messages or your resume to companies that you're interested in.

Get as much practical experience as you can before you graduate. It'll come in handy when applying for graduate positions.

Lastly, don't let rejection get to you. Marketing is a competitive area, so you need to be resilient. Be persistent and keep applying for jobs you're interested in. It's important to keep your options open and stay positive.



COLGATE-PALMOLIVE

About Colgate-Palmolive

A leading global manufacturer and marketer, Colgate-Palmolive strives to be 'the best truly global consumer products company'. Our brands and products are trusted in over 200 countries around the world.

As a subsidiary of Colgate-Palmolive, Hill's Pet Nutrition also has an incredible vision: to make nutrition a cornerstone of veterinary medicine.

At both companies, we share the values of Caring, Global Teamwork and Continuous Improvement. By living these values, our people know they're part of a greater common goal.

Our culture

Our values are at the core of how we do business and develop our teams.

- **Caring:** We care about people. We're committed to acting with compassion, integrity and honesty in all situations.
- **Global Teamwork:** Our people are part of a global team. Only by sharing ideas, technologies and talents can we achieve and sustain profitable growth.
- **Continuous Improvement:** We're committed to getting better every day in all we do. By understanding our customers and continuously innovating, we will 'become the best'.

Our graduate programs

Unlike many of our competitors who don't guarantee employment upon completion, we offer full-time, permanent positions as Graduate Territory Managers.

In this role, you'll receive expert training to help you excel and prepare for future opportunities within our organisation. Positions become available all year round.

How to apply

To learn more, visit our website by scanning the QR code – or contact Beth Tudehope via beth_tudehope@colpal.com.





ALUMNI SPOTLIGHT



Roger Hilton

Bachelor of Business (Management & Marketing)

About me

I moved to Australia from India in 2015 to study at Monash.

After attending a MINDS night in my second year, I joined MMSS. I became a part of the MINDS team during my third and fourth year, which helped me establish some useful industry contacts.

In my final year, I met the Colgate-Palmolive National Field Sales Manager at a MINDS event and secured a three-week internship. Afterwards I was offered a Sales Support Operator role – and jumped at the opportunity!

The experience shaped me into the seasoned industry professional I am today. Ten years on, I now work as a Category Development Manager on the Coles account.

My highlights

During my 10 years at Colgate Palmolive, I've worked in many cross-functional teams, including Supply Chain, Field Management and Customer Development. Each experience has taught me something new – while boosting my skillset.

Colgate Palmolive loves to reward performance, and I'm grateful to have won a few awards. These include 'Territory Manager of the Year', the 'Customer

Excellence' award and most recently, the 'Hall of Fame' award.

Our team also won the Chairman's 'You Can Make a Difference' award for our project with Terracycle.

My experiences at Colgate-Palmolive have been varied and unique. The skills I've built have helped me succeed now as a Shopper & Category Development Manager on the Coles Account.

A word of advice

Work experience will set you apart during the interview process – so aim to get as much as you can before you graduate.

Talk to your tutors about your interests. They have strong industry connections and can guide you in the right direction.

Clubs and societies also help you develop great organisational experience and connect with industry professionals.

Finally, be flexible and open-minded. I never intended to work in sales, but taking that first role at Colgate-Palmolive changed my perspective. And I'm glad to say, I've never looked back.

Good luck!

reece group™

About the Reece Group

Most organisations say they live by their values. But we actually do. We also hire and promote by them.

They're what make us such a strong, happy company.

Guided by our 10 values, we're able to achieve our purpose: To improve the lives of our customers and people by striving for greatness – every day.

We call it The Reece Way.

Our culture

Whether you work at the counter in a plumbing store or in the marketing team, it's pretty real at Reece. And we like it that way.

We take our work seriously, but not ourselves. We care for our customers and the people who work alongside us. And we all do two things at once – work hard and have fun.

When we ask our team what's great about working at Reece, the first answer is 'the people'... and the second is 'the opportunities'!

Our graduate programs

In your first year, you'll immerse yourself in the business.

Working in one or more of our 600+ stores, you'll become an expert in our products, learn about our customers and gain an understanding of our systems.

You'll also get a mentor who'll guide and support your journey from day dot.

In your second year, your experience will be tailored to your strengths – and you'll work with some of the best in the business, side-by-side. Afterwards, you'll get to advance your career in either Merchandising, Brand Marketing, Digital Marketing or Business Unit Marketing.

And after you finish our graduate program? You'll have gained a broad exposure to the Reece Group businesses, developed specialist skills – and planned the next phase of your professional growth.

This is where your career really takes off.

How to apply

To learn more about our graduate program, please visit our careers page by scanning the QR code below.





ALUMNI SPOTLIGHT



Arabella Wood

Bachelor of Business (Marketing & Management)

About me

I began my journey with Reece as a graduate three years ago. Now I'm the Marketing Manager of Actrol – one of our newly-acquired businesses.

My highlights

After uni I began my career in an advertising agency. I got my foot in the door there and thought an agency was a desirable path.

But even though I was looking after 50 accounts and building my skill set, there wasn't any opportunity to progress – and I wasn't passionate about what I was doing. So I decided to step back and apply for the Reece graduate program.

I'd heard about it from a friend. The way she spoke about her work and the people around her inspired me. Reece sounded like a company with an amazing culture and fantastic professional opportunities.

Going from a high-profile agency to a trade counter was challenging, but the best move I ever made. As I immersed myself in the business and gained a deep understanding of our customers, I was able to lead projects from the get-go.

In my first year, I managed an industry-leading trade show that showcased international and Australian brands to over 400 attendees!

Now after a couple years, I'm managing a team and looking after the marketing activities of a 68-branch business. If you had told me three years ago that I'd be doing this, I would've thought you were crazy!

A word of advice

Be fearlessly authentic.

Remain true to yourself and have the confidence to be you in interviews and throughout your career. You'll build stronger relationships, be happier and make those around you feel more comfortable – inspiring authenticity in them too.

Something that really helps me is being honest with myself.

Try and do some soul-searching. What do you *really* want to do? How do you want to do it? If you're passionate about your path, you're more likely to stick to it – and take pride along the way.

When it comes to development, continuously ask 'why?'. Be curious and understand the deeper issues in a situation.

And lastly, share your knowledge. Expose your skillset so people will see your strengths. But there's no need for ego. Think about the team – and be humble.

➤ MARKETING INTERNSHIP UNIT

READY TO SHAPE YOUR CAREER JOURNEY?

Then it's time to learn all about YOU. Through the Marketing Internship unit (MKX3631), you'll delve deep to identify your unique skills and talents – and get the chance to prove them too!

Unit snapshot

1	KNOW yourself	<p>Here, you explore the social, technical and psychological aspects of yourself.</p> <p>A richer understanding of your personality and abilities builds the foundation for better career planning. It'll also help you focus on a specific area of the job market.</p>
2	FIND your organisation	<p>So many careers to choose from! Which one is right for you? What you do will also depend on where you do it. Researching all the organisations and industries that your skills and capabilities suit best is key to finding the right internship.</p>
3	BUILD your confidence	<p>After entering the workforce as an intern, it's time to gain real experience, boost your emotional intelligence and prove your value.</p> <p>By completing tasks, communicating with clients and working with leaders, you can demonstrate your strengths – and present yourself as a true professional.</p>
4	ENJOY your rewards	<p>You put in the effort, now it's time to reap the rewards! Through your internship, you'll hone your skills, develop your personal network, learn from seasoned practitioners and refine your personal brand.</p>
5	KICKSTART your career	<p>After finishing the unit, you can improve your resume and CV with everything you've learnt. You can also join the Marketing Internship graduate network, which exposes you to the diverse career paths chosen by your peers.</p> <p>And who knows, the organisation you interned for might ask you to come back – as a full-time graduate!</p>

Interested?

Here's what you need to know.

The Marketing Internship unit is hard work, but extremely rewarding. To take advantage of this great opportunity, you must:

- Have a credit average
- Be in your final year (exceptions may apply)
- Be available one day a week – or full time for three weeks – to complete your internship

To prepare yourself for the unit, it's also helpful to:

- Join MMSS
- Go to MINDS events
- Attend the information session held at the beginning of this unit

If you tick all the boxes...

Then please get in touch with the Unit Coordinator Jane Carroll via jane.carroll@monash.edu.

You'll need to complete a proposal that includes industry research, a skills evaluation and your updated CV. After you're done, schedule an interview with Jane.

Please also feel free to contact her with questions about your application.

➤ MONASH GLOBAL STUDY PROGRAM

SEE MORE. LEARN MORE. DO MORE.

The Global Study Program offers more than just an exciting learning experience. You'll also get to meet the marketers behind some of the world's most recognisable brands – and explore places unlike any other.

From values and ideas to histories and cultures, diversity is the key to success.

Through the Global Study Program (MKX3521/5521), you will:

- Experience some of the world's greatest cities
- Learn how to succeed in today's fast-paced marketing environment
- Talk to senior marketers from multinational companies to startups
- Form professional and personal connections
- Earn six credit points toward your degree – while supported by two marketing academics

As a capstone unit, the Department of Marketing offers two programs every year:

EUROPE

When: January

Where: Hong Kong, Mumbai, Lisbon, Prague and Paris

How long: Three weeks

Companies to visit: 17

Applications open May and close mid-July

ASIA

When: Late June/early July

Where: Seoul, Beijing and Shanghai

How long: Two weeks

Companies to visit: 12

Applications open February and close late-March

To learn more about eligibility, itinerary and costs, head to the Global Study Program page by scanning the QR code. Or you can email David Toleman at david.toleman@monash.edu.





CAREER CONNECT

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- 66** How to write a winning cover letter
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- 68** How to tap into the hidden job market
- 70** How Career Connect can help you

8 WAYS TO BOOST YOUR RESUME

1 Do your research

Take the time to research the organisation and position you're applying for.

This will help you link your skills, work experience and any volunteering activities to the role.

2 Tailor away

Try not to use the same resume for every role you apply for.

By tailoring it to each position, you'll stand out for all the right reasons. After all, the goal of your resume is to show that you have the skills, knowledge, qualifications and attributes needed for that particular job.

3 Think about the structure

Your resume should:

- List the most job-relevant information first (e.g. your qualifications or industry experience)
- List your education and employment history in reverse chronological order
- Include any outstanding marks you've achieved – especially for subjects relevant to the position you're applying for
- List your responsibilities and achievements for each work experience (beginning each point with an action verb such as *identified*, *solved*, *accomplished* and *managed*)

4 Keep it relevant

Always keep to the point and emphasise what you have achieved.

For example, if you have relevant work experience, include a separate heading such as 'Marketing-Related Experience'.

But remember, experience doesn't have to be paid work. Perhaps you promoted an event as part of a voluntary role? If so, be sure to include it.

5 Emphasise your strengths

You need to communicate what skills and strengths you have that make you more appealing to employers – perhaps in a ‘Skills Summary’ section.

Examples might include communication, creativity, initiative, professionalism, planning and organisation, problem solving, teamwork, design and so on.

6 Include community work

Don’t forget to include your voluntary and community work. Employers value people who are socially aware and willing to contribute to the greater community.

What’s more, these experiences often show skill development.

Also mention any professional associations you’re part of (such as the Australian Marketing Institute) on your resume. It demonstrates your interest and commitment to the field.

7 Show that you’re human

You may or may not include a list of your ‘interests and hobbies’ – it’s a personal choice.

But employers are usually interested in you as a person and this section could add another dimension.

8 Don’t forget your referees!

Finally, you need to include details of your referees. List their name, job title, company and contact details.

Be sure to select people who have witnessed your capabilities in a working environment. And of course, speak to your referees before including them on your resume.

It’s acceptable to write ‘referees available upon request’. But you’ll need to provide details if employers are serious about employing you.




Need more help? You can learn more by scanning the QR code.

HOW TO WRITE A WINNING COVER LETTER

Your letter should:

- Include the job title and reference number (and perhaps how you found out about the job)
- Include a brief introduction about yourself and the purpose of your letter
- Highlight relevant technical and personal skills, qualifications and experiences
- Briefly describe your course, majors or specialisations. Also include your results if they're strong.
- Articulate why you want the job
- Match the selection criteria (if relevant)
- Show that you've done your research
- Give specific examples from key work experiences
- Project your personal style through your writing
- Include your contact details








If you're writing a letter of enquiry (known as a 'cold contact' letter), briefly include your current career or study circumstances and any specialised skills. Also, be specific about the type of job you're interested in.



You can learn more about writing a winning cover letter by scanning the QR code.



FINAL TIPS FOR PRESENTATION & POLISHING

-  Your resume should be around 2-4 pages long. That said, follow employer instructions explicitly. If they state that they require a two-page resume, adhere to this requirement.
-  Your cover letter should be one A4, typed page with wide margins and size 10, 11 or 12-point font (depending on your chosen font).
-  Use easy-to-read and professional fonts such as Arial or Calibri (avoid Comic Sans).
-  Be consistent in your font type and size between your resume and cover letter. Your job application should look like a package (i.e. same font, font size and margins).
-  Triple check the grammar and spelling across both documents.
-  Ensure your formatting is consistent. Apply clear headings and bulleted lists – and make sure everything is aligned.
-  Include plenty of white space and use plain business English at all times (i.e. avoid abbreviations, buzzwords, jargon and slang).

HOW TO TAP INTO THE HIDDEN JOB MARKET

It's estimated that over 70% of jobs are not formally advertised. And that means many job vacancies are being filled through alternative methods – such as networking, research and direct approaches.

So if you want to improve your chances of finding a job, you need to know how to tap into the hidden job market.

Proactive job seeking will improve your communication skills, your understanding of the job market and the types of opportunities available.

Here are some strategies to help you be more proactive.

Online research

These companies have helpful websites for your proactive job search:

- Monash Career Connect
- Graduate Opportunities
- Australian Association of National Advertisers
- Australian Direct Marketing Association (ADMA)
- Australian & New Zealand Marketing Academy (ANZMAC)
- Australian Marketing Institute (AMI)
- Australian Market & Social Research Society (AMSRS)
- Marketing Association of Australia and New Zealand
- Advertising Federation of Australia
- Monash Career Gateway

Networking

Networking is an effective way to learn about unadvertised positions and get your foot in the door – with a lot less competition.

Here are some tips to help you network:

- **Make a list of contacts:** Consider friends, family, lecturers and tutors, members of clubs or groups you belong to, former colleagues and so on. Place the people you know well at the top of your list.
- **Do your research:** Research the relevant companies and industries before approaching them. And write questions to ask before you contact them.
- **Present yourself well:** Prepare a two-minute pitch about your skills, experience and interests. Also work on your small talk skills – they come in handy at networking events. Finally, consider creating a business card for yourself. It should look professional and include your contact details, qualifications and areas of interest.



For more information on networking, scan the QR code.

Direct canvassing

Direct canvassing is all about approaching companies you're interested in working for – even if they're not formally advertising a job.

This may feel daunting. But the pay-off can be huge.

Where possible, use your network to connect with employers. If you don't know anyone working for the company, research the most appropriate person to contact.

LinkedIn is an excellent place to start. Because LinkedIn is also a research destination for employers and recruiters, it's important to keep your profile up-to-date and ensure it presents you as a credible marketing professional – who manages their personal brand.

Remember, you're not asking for a job. You're simply keen to learn and network upon entering the workforce. Your objective is to set up an 'information interview'.

Here are some tips to help you organise one:

- Remind the person how you know them or who referred you (if relevant)
- Explain that you're interested in their field and would appreciate an insider's view
- Ask if they can spare 10 minutes to meet with you in person. If they're busy, ask when a good time would be to call back, or if they would prefer you to contact them via email.
- Confirm your meeting with an email
- If they can't help you, ask if they can suggest another person to approach
- Thank them for their time and help

If they agree to meet you, dress appropriately, bring your business card and resume – and prepare your questions.

Gain work experience

Many employers want to hire people with previous work experience, as this demonstrates a range of skills.



For sample interview questions, scan the QR code. This code will also take you to further resources on direct canvassing and gaining work experience.

HOW CAREER CONNECT CAN HELP YOU

Monash Career Connect is here to:

- Check over your job applications
- Provide interview tips
- Develop your employability using Student Futures
- Identify and outline your work rights
- Provide access to the Career Gateway jobs board
- Help develop your leadership skills
- Help you volunteer at Monash
- Offer access to career seminars and events

To learn more about our services, visit our website by scanning the QR code.



A valuable resource

The Monash careers team has created a resource for marketing students that includes:

- Career options for people with a marketing qualification
- Potential employers (government, private and not-for-profit)
- Relevant professional associations
- Relevant Monash clubs and societies

Access this resource by scanning the QR code.



➤ CLOSING ADDRESS

Studying at Monash offers
you endless opportunities –
but it's up to you to
make the most of them

No matter how far you are into your degree, it's important to keep an open mind, try new things and view every encounter as a chance to create connections.

Networking isn't about collecting business cards. It's about building professional relationships that nurture your knowledge and open new doors.

From joining a student society to studying abroad, there are many ways to boost your employability while experiencing new things. So take risks – and view every experience as a learning experience. After all, uni is a valuable taste of the real world.

Finally, whether you're searching for graduate programs or just curious about



where marketing can take you, I hope you make the most of this book. It's here to shed light on potential career pathways – and help you plan your goals.

A big congratulations to this year's team on another successful edition of the MMSS Careers Book. It's been a pleasure working with you. Thank you also to Paul Loughran and Jane Carroll for all your support and guidance on this project.

To all the present and future marketing students, I sincerely wish you the best in your career journeys.

Lia Zhang
MMSS Vice President

NOTES

NOTES

MY KEY DATES 2019

	JANUARY	FEBRUARY	MARCH	
MON				MON
TUES	1			TUES
WED	2			WED
THURS	3			THURS
FRI	4	1	1	FRI
SAT	5	2	2	SAT
SUN	6	3	3	SUN
MON	7	4	4	MON
TUES	8	5	5	TUES
WED	9	6	6	WED
THURS	10	7	7	THURS
FRI	11	8	8	FRI
SAT	12	9	9	SAT
SUN	13	10	10	SUN
MON	14	11	11	MON
TUES	15	12	12	TUES
WED	16	13	13	WED
THURS	17	14	14	THURS
FRI	18	15	15	FRI
SAT	19	16	16	SAT
SUN	20	17	17	SUN
MON	21	18	18	MON
TUES	22	19	19	TUES
WED	23	20	20	WED
THURS	24	21	21	THURS
FRI	25	22	22	FRI
SAT	26	23	23	SAT
SUN	27	24	24	SUN
MON	28	25	25	MON
TUES	29	26	26	TUES
WED	30	27	27	WED
THURS	31	28	28	THURS
FRI			29	FRI
SAT			30	SAT
SUN			31	SUN

MY KEY DATES 2019

	APRIL	MAY	JUNE	
MON	1			MON
TUES	2			TUES
WED	3	1		WED
THURS	4	2		THURS
FRI	5	3		FRI
SAT	6	4	1	SAT
SUN	7	5	2	SUN
MON	8	6	3	MON
TUES	9	7	4	TUES
WED	10	8	5	WED
THURS	11	9	6	THURS
FRI	12	10	7	FRI
SAT	13	11	8	SAT
SUN	14	12	9	SUN
MON	15	13	10	MON
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MON	29	27	24	MON
TUES	30	28	25	TUES
WED		29	26	WED
THURS		30	27	THURS
FRI		31	28	FRI
SAT			29	SAT
SUN			30	SUN

MY KEY DATES 2019

	JULY	AUGUST	SEPTEMBER	
MON	1		30	MON
TUES	2			TUES
WED	3			WED
THURS	4	1		THURS
FRI	5	2		FRI
SAT	6	3		SAT
SUN	7	4	1	SUN
MON	8	5	2	MON
TUES	9	6	3	TUES
WED	10	7	4	WED
THURS	11	8	5	THURS
FRI	12	9	6	FRI
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SUN	14	11	8	SUN
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SUN	28	25	22	SUN
MON	29	26	23	MON
TUES	30	27	24	TUES
WED	31	28	25	WED
THURS		29	26	THURS
FRI		30	27	FRI
SAT		31	28	SAT
SUN			29	SUN

MY KEY DATES 2019

	OCTOBER	NOVEMBER	DECEMBER	
MON			30	MON
TUES	1		31	TUES
WED	2			WED
THURS	3			THURS
FRI	4	1		FRI
SAT	5	2		SAT
SUN	6	3	1	SUN
MON	7	4	2	MON
TUES	8	5	3	TUES
WED	9	6	4	WED
THURS	10	7	5	THURS
FRI	11	8	6	FRI
SAT	12	9	7	SAT
SUN	13	10	8	SUN
MON	14	11	9	MON
TUES	15	12	10	TUES
WED	16	13	11	WED
THURS	17	14	12	THURS
FRI	18	15	13	FRI
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SUN	20	17	15	SUN
MON	21	18	16	MON
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WED	23	20	18	WED
THURS	24	21	19	THURS
FRI	25	22	20	FRI
SAT	26	23	21	SAT
SUN	27	24	22	SUN
MON	28	25	23	MON
TUES	29	26	24	TUES
WED	30	27	25	WED
THURS	31	28	26	THURS
FRI		29	27	FRI
SAT		30	28	SAT
SUN			29	SUN



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MMSS