

VIRTUAL AGENCY PROGRAM

G.R.O.W.T.H.

IS MY INITIATIVE

SUMMER 2020



in partnership with:



In the eye of the storm of COVID-19 and continued civil racial unrest in America, the G.R.O.W.T.H. Initiative was born. In collaboration with the Advertising Club of New York and Save The Internships New York, we took charge of the careers of young talent from around the US as agencies terminated their summer internships. Not out of pity, ego, or the need for headlines. Giving Real Opportunity With Talent & Heart was the focus behind every volunteer who willingly gave their time and talent to 55 of the best and brightest advertising minds in America. “We out here” is the best way to describe the “GIFs”—Growth Initiative Fellows. They gave 8 weeks of their summer learning, growing, and developing quality creative work for 4 extraordinary nonprofit organizations across New York.

This document is titled GROWTH is My Initiative because that was my goal in bringing together all of these young people for a career-changing virtual experience—to use the valuable advertising and communications lessons from their respective schools and apply them in real life. Throughout the program, the G.R.O.W.T.H. team has surrounded the fellows with years of advertising and communications insights, media training from Plowshare, one-on-one mentorship, digital creative training with the Facebook Creative Shop, “Sunnyside Chats” featuring some of the industry’s trailblazers, and weekly “Lunch N’ Learn” sessions with the Advertising Club of New York.

Within this document are resumes from our wonderful fellows. They are all hungry, humble, and human, ready to take on the new world of advertising, marketing, media, and communications. If you’re looking for multicultural talent of color, here it is. The time for change is now!

PS - I love them like cake.



KENI THACKER

FOUNDER, 100 ROSES FROM CONCRETE
PROGRAM CREATOR, G.R.O.W.T.H. INITIATIVE

G.R.O.W.T.H.
INITIATIVE

AD
CLUB
ADVERTISING
CLUB OF
NEW YORK
FOUNDATION

SAVE THE
INTERNSHIPS
NEW YORK



G.R.O.W.T.H INITIATIVE | SUMMER 2020



2018 — 2020

POSTGRADUATE FELLOWS

in partnership with:



VIRTUAL AGENCY PROGRAM



AARON MARSHALL

COPYWRITER

[VIEW RESUME](#)



ALEXA FAZZINO

COPYWRITER

[VIEW RESUME](#)



**ANTHONY MARTINEZ
AMAYA**

COPYWRITER

[VIEW RESUME](#)



BLAINE TANNER

CREATIVE

[VIEW RESUME](#)



LILLIAN MARTINEZ

ART DIRECTOR / DESIGNER

[VIEW RESUME](#)



KENNETH MEDINA

ART DIRECTOR / DESIGNER

[VIEW RESUME](#)



**MARIA CAMILA
VARGAS**

ART DIRECTOR / DESIGNER

[VIEW RESUME](#)



REBECCA NGHI

ART DIRECTOR / DESIGNER

[VIEW RESUME](#)



SAMRUDDHI PAWAR

COPYWRITER

[VIEW RESUME](#)



SAM HERRIGES

COPYWRITER

[VIEW RESUME](#)



SARIKA PERSAUD

DESIGNER

[VIEW RESUME](#)



USRA ATTALLA

GRAPHIC DESIGNER

[VIEW RESUME](#)



VANESSA ESPIN

ART DIRECTOR / DESIGNER

[VIEW RESUME](#)



**VICTORIA TURCIOS
LAPARRA**

ART DIRECTOR / DESIGNER

[VIEW RESUME](#)



**MAKEDA
BLACKWOOD**

ART DIRECTOR / DESIGNER

[VIEW RESUME](#)



JOALID FERNANDEZ

ACCOUNT MANAGER

[VIEW RESUME](#)



OLGA SUKHOPAR

ACCOUNT MANAGER

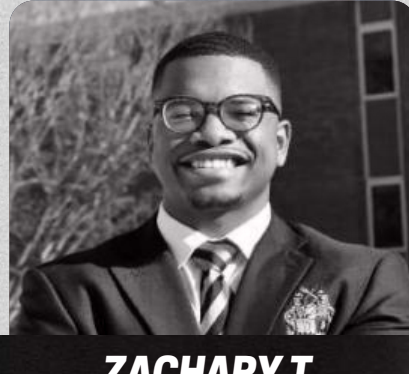
[VIEW RESUME](#)



OSVALDO DE LEON

ACCOUNT MANAGER

[VIEW RESUME](#)



**ZACHARY T.
HOLSTON IV**

ACCOUNT MANAGER

[VIEW RESUME](#)



ERNST LULY

MEDIA PLANNER &
PROJECT MANAGER

[VIEW RESUME](#)



OSMAN MAT JR.

MEDIA PLANNER &
PROJECT MANAGER

[VIEW RESUME](#)



**MOHAMED
AMRIBET**

PROJECT MANAGER

[VIEW RESUME](#)



ALEX OATES

CREATIVE STRATEGY
AND PLANNING

[VIEW RESUME](#)



KRYSTAL BAILEY

CREATIVE STRATEGY
AND PLANNING

[VIEW RESUME](#)



**ANDREW STEVEN
BURCH**

CREATIVE STRATEGY
AND PLANNING

[VIEW RESUME](#)



BRIANA DEBREW

CREATIVE STRATEGY
AND PLANNING

[VIEW RESUME](#)



KRISTEN WONG

CREATIVE STRATEGY
AND PLANNING

[VIEW RESUME](#)



MAYA SOLARANA

CREATIVE STRATEGY
AND PLANNING

[VIEW RESUME](#)



**MUHAMMAD ALI
MEHDI**

CREATIVE STRATEGY
AND PLANNING

[VIEW RESUME](#)



W.D. EZRA MCNEILL

MEDIA PLANNER &
PROJECT MANAGER

[VIEW RESUME](#)



LAUREN TSE-WALL

MEDIA PLANNER &
PROJECT MANAGER

[VIEW RESUME](#)



AIYSHANTI GREEN

PRODUCTION LEAD

[VIEW RESUME](#)



G.R.O.W.T.H INITIATIVE | SUMMER 2020



2021

UNDERGRADUATE FELLOWS

in partnership with:



VIRTUAL AGENCY PROGRAM



ELENA CHANG

ART DIRECTOR / DESIGNER

[VIEW RESUME](#)



KRISTINA STARKS

GRAPHIC DESIGNER

[VIEW RESUME](#)



YOUN LEI EAIN

UX UI DESIGNER

[VIEW RESUME](#)



RICHARD SIMON

ACCOUNT MANAGER

[VIEW RESUME](#)



SRIGITA SAHA

ACCOUNT MANAGER

[VIEW RESUME](#)



NICOLE TREZZA

PROJECT MANAGER

[VIEW RESUME](#)



ANDREW CHUNG

CREATIVE STRATEGY
AND PLANNING

[VIEW RESUME](#)



TONISHA DE WITT

CREATIVE STRATEGY
AND PLANNING

[VIEW RESUME](#)



ALEXIS VEGA VELEZ

PUBLIC RELATIONS

[VIEW RESUME](#)



BRYAN LEZAMA

PUBLIC RELATIONS

[VIEW RESUME](#)



LINDA QIBING LI

PUBLIC RELATIONS

[VIEW RESUME](#)



TIA TYRELL

PUBLIC RELATIONS

[VIEW RESUME](#)



**ENJAY HUNTER
BROWN**

MEDIA PLANNER

[VIEW RESUME](#)



JULIA ALBERICI

PRODUCTION LEAD

[VIEW RESUME](#)



TIMOTHY J. DONOHUE

PRODUCTION LEAD

[VIEW RESUME](#)



G.R.O.W.T.H INITIATIVE | SUMMER 2020



2022

UNDERGRADUATE FELLOWS

in partnership with:



VIRTUAL AGENCY PROGRAM



CAMERON KELLY

ART DIRECTOR / DESIGNER

[VIEW RESUME](#)



PAUL FLORES-CLAVEL

ACCOUNT MANAGER

[VIEW RESUME](#)



GABRIELA A. HOLMES

PROJECT MANAGER

[VIEW RESUME](#)



JAMSHED U. DAVAR

PROJECT MANAGER

[VIEW RESUME](#)



MEIJUN LEI

CREATIVE STRATEGY
AND PLANNING

[VIEW RESUME](#)



JUDY HUANG

MEDIA PLANNER

[VIEW RESUME](#)



SYDNEY AKU WURAPA

MEDIA PLANNER

[VIEW RESUME](#)



G.R.O.W.T.H INITIATIVE | SUMMER 2020



CLIENT PRESENTATIONS

in partnership with:



VIRTUAL AGENCY PROGRAM



TEAM: INTERNATIONAL PLAYERS

CLIENT: LIVE LIGHT, LIVE RIGHT

[VIEW WORK](#)



TEAM: ROYAL SHADES

CLIENT: CITY LIVING NY

[VIEW WORK](#)

CONNECT x THØRNS

Final Client Presentation

July 29, 2020

TEAM: THORNS

CLIENT: CONNECT NYC

[VIEW WORK](#)

#RAISEtheBar

TEAM: VISIONAIRS

CLIENT: RAISE

[VIEW WORK](#)

THANK YOU G.R.O.W.T.H. TEAM

JAD-EVANGELO NASSAR

PROGRAM MANAGER / ACCOUNT
MANAGEMENT MODERATOR

ANTHONY SANCHEZ

PROGRAM ASSOCIATE

AARON FRANCIOS & AL BENOIT

MEDIA MODERATORS

ANDERSON SERRANT

PUBLIC RELATIONS MODERATOR

CARLOS TAYLOR & RAVI SINGH

CREATIVE MODERATORS

DANIEL RIED

ACCOUNT MANAGEMENT MODERATOR

DAVON THOMPSON & GARY J. NIX

PLANNING / STRATEGY
MODERATORS

DORIAN BELL

PROJECT MANAGEMENT MODERATOR

MUHAMMAD FLOYD

PRODUCTION MODERATOR

PARTNERS

REBECCA RIVERA

SAVE THE INTERNSHIPS

ERICKA RIGGS MAIYA RUSHING

GINA GRILLO

ADVERTISING CLUB OF NEW YORK

100 ROSES FROM CONCRETE TEAM

JAMAR CALLENDER

CREATIVE CO-LEAD

DERRICK RODRIGUEZ

BRANDING LEAD

ELIJAH LUGO & KELVIN MEDINA

SOCIAL MEDIA LEADS

JENNIFER COLON

MEDIA PARTNER

JESSICA STRODE

FACEBOOK CREATIVE SHOP PARTNER

ALEX SANTIAGO

DOWN SOUTH ROSES LEAD

DOTUN BELLO

WEST COAST ROSES LEAD

MENTORS

AIMEE LITTLE

ALAN JONES

ALIA KEMET

AMBER CHENEVERT

ARNETTA WHITESIDE

ASHLEY RICHARDSON-GEORGE

BARBARA MALDONADO

BRYAN DUMAS

BRYAN GAFFIN

CHRIS PHILLIPS

CYNTHIA (CLEMENTS) KRANTZ

CYNTHIA WRIGHT

CYRUS LAVANT

DANIEL EDELMAN

DAVID WARASKA

DAWN FOSTER

DK WRIGHT

ELISE JAMES DECRUISE

EMERY BARNES

EVAN MIGUEL

FELICIA GEIGER

FRANCIS JIMENEZ

GARRETT D. JENNINGS

GARY J. NIX

GWEN KELLY

HAROLD REID

HARVEY AUSTIN

HEATHER OLSON

HOPE NARDINI

JAIME CHOU

JANIS MIDDLETON

JAVIER GARCIA

JAY MANDEL

JEFF MARSHALL

JENNIFER COLON

JEREMY ROSARIO

JOHN JARVIS

JOHN WILLIAMS

JUSTIN DAVIDSON

KAITLIN-ANN MULLIGAN

LEO WONG

LISA BALSER

LISA CHARLEBOIS

LUCAS LEE

MARC WILLIAMS

MICHAEL LEON-RIVERA

PAM YANG

REBECCA RIVERA

RODNEY NEWBY

TAJJ BADIL-ABISH

WEI CHANG

XAVIER RIVERA