

Jessica Sharp

Marketing Strategist

MY BACKGROUND

- Raised in a small town in Northern California
- Graduated High School in 2009 (26 years old)
- Graduated from the University of California, Irvine in 2013
- Career Shift: From Health Research to Marketing
- Love of sports, music, yoga, cooking, and hosting events and gatherings!
- Have run the LA City Marathon twice, & completed several half-marathons and triathlons.



GROWING UP...

- Two amazing (divorced) parents
 - Mother is a Registered Nurse of 20 + years, Father has run the materials department at UCI Hospital for 20 + years
 - Neither parents have a Bachelors Degree
 - Small town girl
 - Family owned a walnut orchard and I still feel a deep connection to farming, food, & agriculture!



HIGH SCHOOL

- Attended Winters High School ~ 700 students
- I was very active in High School
 - Vice President of Senior Class
 - Vice President of Rotaract Club
 - Yearbook Committee
 - Captain of soccer team Junior and Senior year
(played all four years)
 - Ran long distance on the track and field team,
fastest mile time is 5 minutes flat



PREPARING FOR COLLEGE

- AP courses
- Sought out leadership roles
- Graduated in the top 10% of my class with a 3.96 GPA
- Sought out Universities that had an emphasis on my interest (health, philanthropy, and social sciences)
- Identified & cultivated strong relationships with certain teachers
 - They became my mentors & advisors during the application process.

COLLEGE

- Started out at Boston University.
- Decided after 1st year that I wanted to transfer out.
- Spent the summer in Thailand, volunteering and traveling before I started the following year at the University of California, Irvine.
- Earned my degree in Public Health Policy with a minor in Sociology.



UNIVERSITY *of*
CALIFORNIA
IRVINE



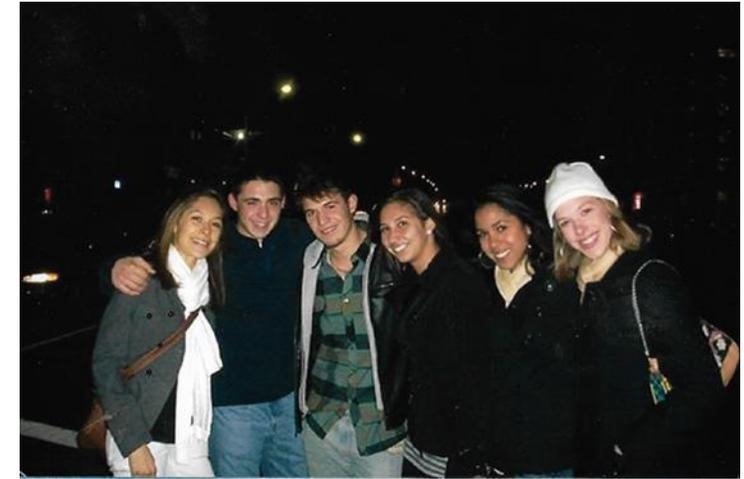
COLLEGE EXPERIENCE

- Triathlon Team
- Leadership role for Anteaters for Active Youth
- Worked as an Undergraduate Research Assistant
 - National research project on adolescent development- Presented a research project at 2 national psychology conferences.
- Worked to support myself through college
 - Restaurant server, front desk gym associate, cleaned yoga studio for free classes



COLLEGE: MY BEST ADVICE

- **Seek out opportunity!**
- Know what your professors are doing – opportunities to TA, assist with projects, internships with them.
- Reach out & Branch out
 - Find YOUR community – clubs, philanthropic organizations, sports teams
- Summer classes – cheaper tuition, lighter class load



COLLEGE

Hard Part:

- Balancing work, school, and a social life
- NOT doing it all. Finding my most worthwhile causes.
- Managing finances
- Some bad roommates...

Best Part:

- Amazing diversity of people- new friends!
- Dictating your own schedule
- Pushed to grow skill sets
 - Cooking
 - Networking



POST COLLEGE: ADULT LIFE BEGINS...



THE JOB HUNT

- **Set yourself up for opportunity**
 - Build bonds with professors/ mentors
 - Visit Campus career center – mock interviews, resume help, internships
 - Jobs that fit your education/experience
 - Traditional career path of others with your Bachelors degree
 - Start looking & applying BEFORE graduation
 - Research a job you like – how'd that person get there?



MY CAREER PATH

1st job after college:

Research Associate at the University of California, Los Angeles

- Fit my experience and interest
- Applied through the UC system website
- Phone interview → in-person interview → HIRED!
- Preparation for Grad School
- Started as an SRA I, promoted to SRA II after 1 year.



Ucla

MAKING A CAREER CHANGE

Wanted to move into Marketing, but how....

My strengths:

- Project management
- Understanding of human behavior
- One-on-one community engagement
- Research – finding the answers to questions
- Curiosity for learning and understanding

Definition of Marketing: The management process responsible for identifying, anticipating, and satisfying customer requirement profitably



MY MOVE INTO MARKETING

- **Found job through Indeed.com**
 - Behavioral Health organization – my background!
 - Customized my resume for the job description
 - Applied
 - 1 phone and 4 in-person interviews
 - HIRED!
 - *MBA'S applied, I got the job...



Transcend Recovery Community

- Family of businesses that provide resources and support for those struggling with mental health and substance abuse issues



HEIGHTS TREATMENT

TRANSCEND
A Recovery Community



WESTSIDE TREATMENT

A black line-art graphic of a mountain range with three peaks.

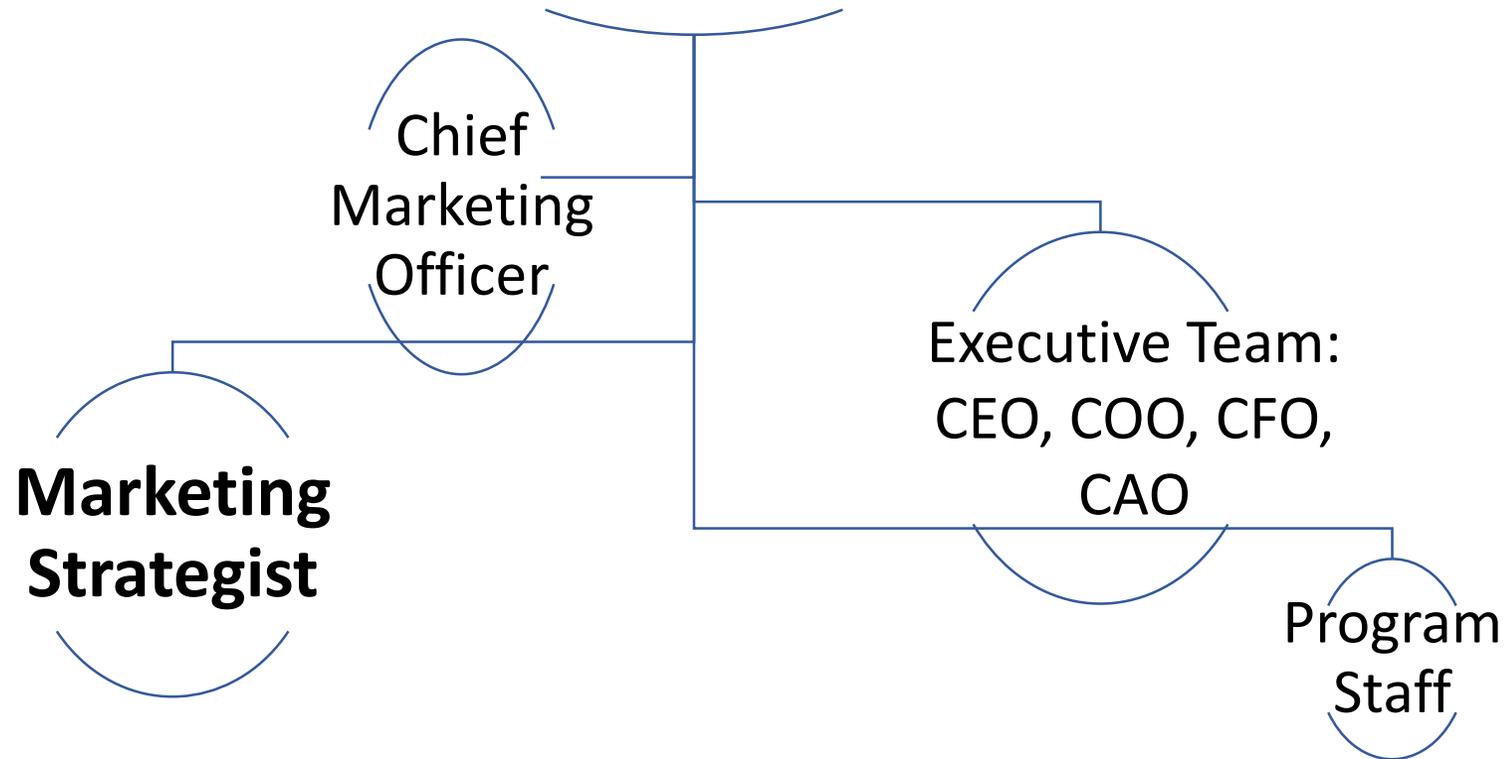
THE VIEW



MARKETING AT TRANSCEND

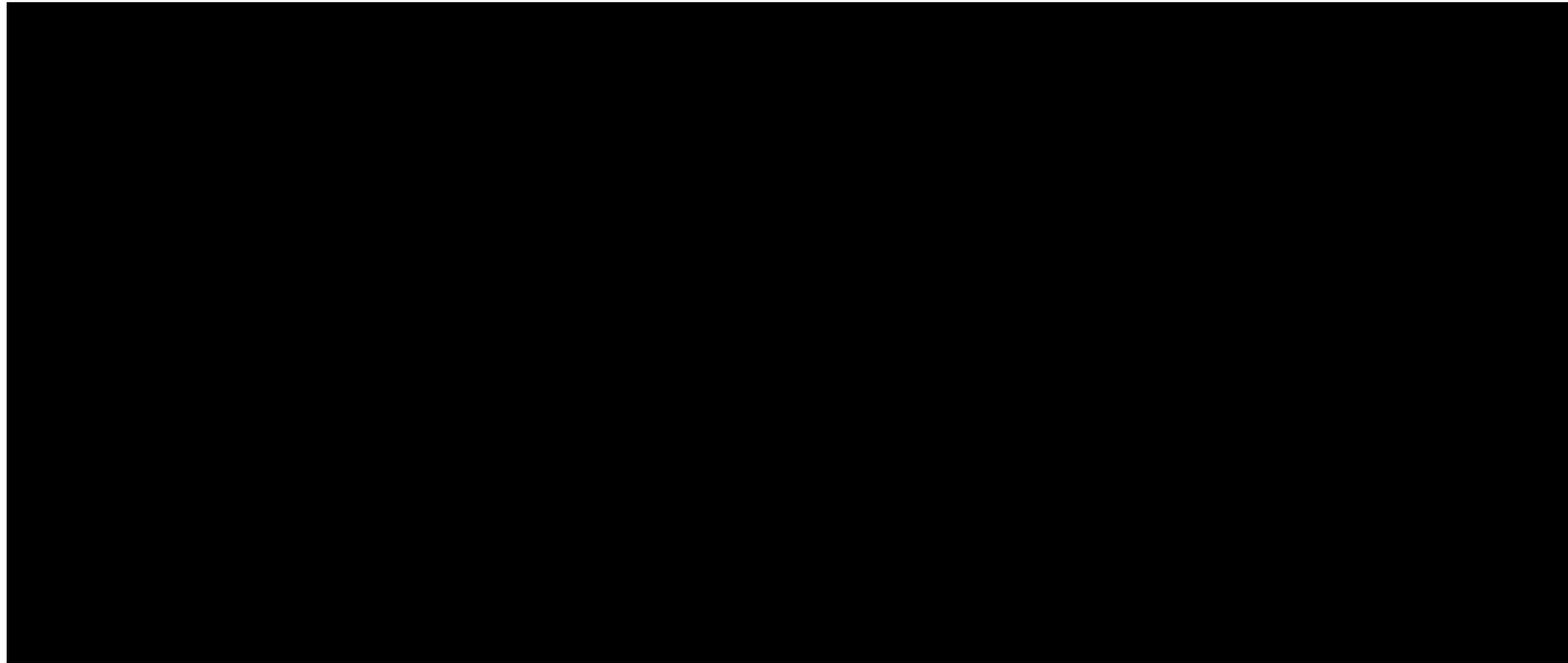
My role within the organization

Corporate Office: Oversees All Companies & Departments



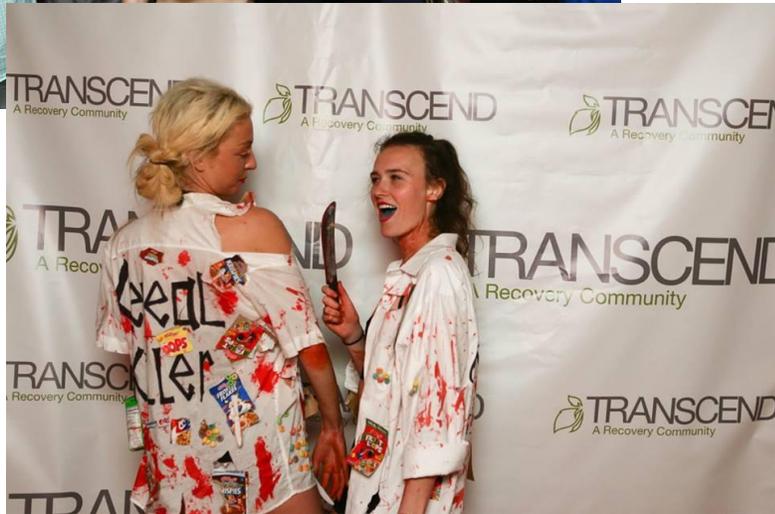
BRANDING:

How does the brand make you *feel*...



Transcend Brand Differentiators- Young, Hip, Exciting, Active

MAKING AN IMPRESSION: What do they say behind my back?



MARKETING: THE VOICE OF THE COMPANY

A company is as good as it's reputation

Brand identity is the message the consumer receives from the product, person, or thing. **Ethos** describes who we are and what we stand for. In marketing, ethos is the connection between a brand and its audience

It's not important what you think you are, it's what your customers think you are

Successful brands know how to craft accurate and compelling messages to their audience!

SPREADING THE MESSAGE

Identifying channels for your target audience to find your brand, and then giving them a reason to stay interested

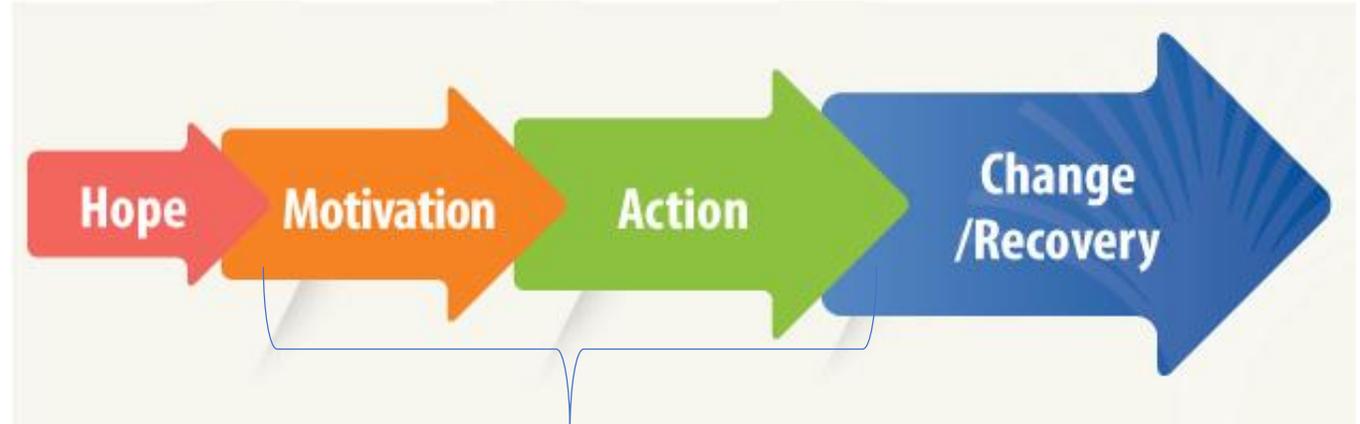


WHY?

LIFTING THE STIGMA

Changing the way people *feel* about recovery so that they are more willing to reach out and enter treatment.

**In 2013, an estimated 22.7 million Americans (8.6 percent) needed treatment for a problem related to drugs or alcohol, but only about 2.5 million people (0.9 percent) received treatment at a specialty facility.



Marketing

BRANDING EXERCISE: CREATING AN ANCHOR STATEMENT

Anchor Statement: The one or two-minute go-to description of who you are and what you do, sometimes referred to as an elevator pitch.

Goal of the Anchor Statement is brand clarity and to have a pitch that resonates with your audience.

Three Main Parts:

What you *do*

The results you *have* your clients produce

The way you are *being* that makes the difference

ANCHOR STATEMENT: CASE EXAMPLE

Sharon owns an overnight dog boarding business in a large metropolitan city. Most of her clients are top executives & international business men and women who travel often. Sharon grew up with a love of animals and completed a rigorous pre-veterinarian program at her University. She has over 20 years of experience working with animals and has grown most of her client base through word of mouth and a reputation for providing quality services. Knowing that most of her clients are very protective and close to their pets, she provides them with daily check-ins, photos, and will even face-time them.

Someone asks Sharon, “What do you do?” at a networking event for animal activists and pet-owners. There are several other businesses at this event who provide services like Sharon. **Design Sharon’s Anchor Statement.**

ANCHOR STATEMENT: EXAMPLE

Transcend Recovery Community creates an environment of unconditional love, support, and camaraderie. With a network of resources that span from Los Angeles to New York, clients are given the freedom and ability to build the lives they desire within a true community.

- 1: Provide a strong network of resources: (the *do*)
- 2: Clients will have the support & freedom to rebuild their lives in a community: (the *have*)
- 3: Creating an environment of love and support: (the *being*)

MY TIPS & LESSONS LEARNED

- Take AP courses
- Write down your interests and life passions, and research careers in those topics
- Find an internship within your interests
- Take on leadership roles
- Balance your time wisely – Stay busy AND productive
- Don't be afraid to pivot – I went from Research to Marketing!
 - Start with passion and purpose, and go from there...

QUESTIONS?

