

PRESENTER/PANELIST BIOS

Get It For The 'Gram – Running a Career Centered Social Media Account

Monday 24th May, 3:05pm

Moderator:

Natty Leach, Associate Director, Penn Career Services



Natty joined the Career Services team in February 2017 and meets with students from the College of Arts & Sciences about their future career and internship plans. He also manages the office's job and internship boards. Born and raised in Philadelphia, Natty's high school mascot was also the Quaker. His interest in higher education started when he was an RA at New York University where he majored in Media, Culture and Communication. Loving the ability to explore multiple disciplines and subjects, Natty also minored in both English and Web Design. Prior to coming to the University of Pennsylvania, Natty worked at Temple University as a Pre-Health advisor for four years. While at Temple, he earned his M.Ed. in Educational Leadership. He is now thrilled to be helping students at Penn plan for the future

Panelists:

Ashley Cappeta, Director of Content and Creative, Campus Philly



Ashley moved to Philadelphia in 2013 to pursue her bachelor's degree at Saint Joseph's University. She decided to stay in Philadelphia upon graduating, feeling there was too much to explore after making Manayunk, and later, Old City, her new home. After interning at Campus Philly in 2016, Ashley fell in love with its culture and mission, and rejoined the team as the Content Marketing Manager after gaining experience in both the ad agency and startup sectors. Ashley enjoys trying new restaurants, listening to crime podcasts, and exploring hidden Philly gems.

J. Michael DeAngelis, Senior Digital Resources Manager and co-host CS Radio, Penn Career Services



Michael began working in Career Services in 2004 and has served in his current position since 2011. He received his B.A. in Theatre Arts from Muhlenberg College and studied performance and theater criticism at Goldsmith's College, University of London. Outside of Career Services, Michael is a professional podcaster, actor, director and playwright. He is the managing director of The Porch Room film and theater company. His award winning plays are available from Samuel French, Inc. He puts those talents to use as the co-host of the weekly [CS Radio Podcast](#) and has wrangled more than one of his co-workers into playing ridiculous parts on his show [Mission: Rejected](#).

Maggie DeGroot, Senior Social Media Manager, The Muse



After graduating from the University of Wisconsin-Madison, Maggie moved to New York City to begin her career in digital marketing. She's spent seven years (and counting!) working on social media campaigns for movies, consumer brands, and tech companies. She is currently the Senior Social Media Manager at The Muse where she manages the company's social media, from strategy to execution. She also launched and oversees their employee advocacy program.

A. Mylene Kerschner, Associate Director and co-host CS Radio, Penn Career Services



Mylène started her professional career here in Career Services after graduating from the University of Richmond with a double major in English and history. After holding several roles in Career Services including On-Campus Recruiting Coordinator and Information Resources and Web Manager, Mylène ran away to the Caribbean and planned weddings and events at the Ritz-Carlton in St. Thomas for three years. Marriott hotels brought her back home to Philadelphia, and after one more year in hospitality she returned to Penn and Career Services. Mylène completed her Master of Arts degree in history at Penn and wrote her thesis on Philadelphia food markets. She works with College students in all stages of the career planning process and especially enjoys speaking with students who are in the early days of exploring. Mylène has also been a lecturer and Wharton writing instructor.

Karen Nissim, Social Media Coordinator, The Muse



Karen Nissim is a Social Media Coordinator at The Muse, where she is responsible for preparing and scheduling daily content for The Muse's Facebook, Twitter, and LinkedIn profiles while engaging with followers and collaborating closely with the sales and editorial teams. She joined the company in 2019 after working in journalism for three years following her graduation from New York University in 2016.

JoEllen McBride, PhD, Associate Director, Graduate Student Center



JoEllen earned her PhD in Physics from the University of North Carolina at Chapel Hill. Her research focused on galaxies that live close to each other and how that affected their ability to create stars. After graduating, JoEllen worked as a AAAS Mass Media Fellow at Voice of America in Washington D.C. and an adjunct faculty member in the physics department at West Chester University. While at UNC, JoEllen was active in graduate student government, including holding positions as treasurer and secretary and successfully advocating on issues related to graduate student well-being. She comes to the Grad Center from Penn Medicine Development and Alumni Relations, where she served as a Communications and Stewardship Writer. As the Associate Director of the Graduate Student Center, JoEllen manages academic support programs and the Center's publicity and communications. JoEllen is passionate about science communication and remains active in the science community through her advocacy work, serving as Advocacy Director of the 500 Women Scientists Philly Pod, a member of the AAS Committee on the Status of Women in Astronomy, and a Board member of the American Helicopter Museum in West Chester. She also raises her two daughters, Carina and Alessa, with her partner Ed, and the help of her two kitties, Thelma and Louise.