



ALUMNI SPOTLIGHT: Emma Dennehy



Global Account Executive at BBDO

Emma Dennehy's first experience with ABLE was attending the ABLE informational in the fall semester of her freshman year. At UAlbany, she majored in Business Administration with a dual concentration in Finance and Marketing, but for what she didn't learn in the classroom, ABLE filled the gap.

ABLE taught her essential skills such as how to write a resume, construct a professional email, build her LinkedIn, and gave her the confidence she needed in an interview setting. Along with these attributes, ABLE taught Emma more about herself and helped her grow into the professional she is today. By her junior year, Emma earned a position on the E-Board. She hoped to contribute to the growth of the organization that had given her so much.

Emma exceeded her responsibilities that were required by the position as she became involved in every event and continued to dedicate much of her time to the club. She took pride in learning about leadership and all the factors that went into running such a large and diverse student organization. Through her journey in ABLE, Emma made several close friends and spearheaded the alumni event which continues to run every spring.

ABLE was such a big part of Emma's college experience. She believes that the club prepared her for her current position as a Global Account Executive at BBDO, a leading advertising agency headquartered in NYC. The account that Emma currently works on is ExxonMobil, and her primary role is to liaise between the large network of local markets and business units that ExxonMobil has around the globe. She helps make their global marketing consistent, yet market-specific, impactful and data-driven.

When asked if she had any advice for current members, she advised them to constantly think about, and evolve, how you present yourself on a daily basis. She emphasized the importance of treating your classmates along with UAlbany faculty members with respect considering they are an important base for a professional network. "Be proactive with your career pursuit. Unlike some other majors, Advertising roles are typically not actively recruited for. If you want to pursue a career in something niche, you need to take the time to do the necessary research to understand the industry, the key players, and the steps you need to take to land that entry-level job" Emma wrote. She believes that by challenging yourself and taking pride in the work that you do, you are ultimately improving yourself which will help you in the long run. Lastly, Emma highlighted the importance of having fun and taking every opportunity you can to spend time with your friends. The friendships you make in college will be some of the best in your life.