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Q3 2025

## ARF Young Pros Newsletter: Hello Fall!

Fall is almost here, and so is a fresh edition of our newsletter packed with stories, insights and a little inspiration from across our community. ARF CEO Scott McDonald kicks things off by sharing why exploring passions outside of work, like his love for the arts, has been such a game-changer in his career.

Don't miss out: mark your calendars for our upcoming *Fall Networking Social* and the *Building Your Personal Brand* session. Plus, catch up on past highlights, like our lively virtual presentation on *The Power of Humor and Memes in Marketing*, and celebrate some awesome Young Pros in the spotlight, featuring Alessandra Tiseo (Roku), Karoline Coryea (Ipsos) and Sean Wong (Ipsos).

We're also sharing career tips, handy resources, and top recommendations from the community. Check out insights from the ARF Knowledge Center on Content Discovery: Challenges and Opportunities.

Lastly, applications to join the Young Pros Advisory Board (YPAB) will open next week! Please keep an eye out for this information in your emails. This is your chance to help shape programming, connect with peers across the industry and bring fresh ideas to the ARF Young Pros community.

Wishing you a joyful and inspiring fall season!

### Now, a message from our Chair:

Hi ARF Young Pros,

As we step into September, I'm reminded of the energy that comes with this busy time of year: new campaigns launching, fresh insights emerging, and the momentum of ideas taking flight. In the advertising research industry, staying curious and adaptable is our edge, and as young professionals, we're shaping not just the future of our careers but the future of how brands connect with people.

This month, I encourage you to lean into collaboration. Share your perspectives, ask the big questions, and seek out the opportunities that stretch your skills. Our community is built on the exchange of ideas, and every conversation you have is a chance to spark innovation.

I'm proud of the work we're doing together to elevate voices, drive research

forward, and make an impact that lasts. Here's to a season of growth, learning, and bold thinking!

Cheers,  
Gillian

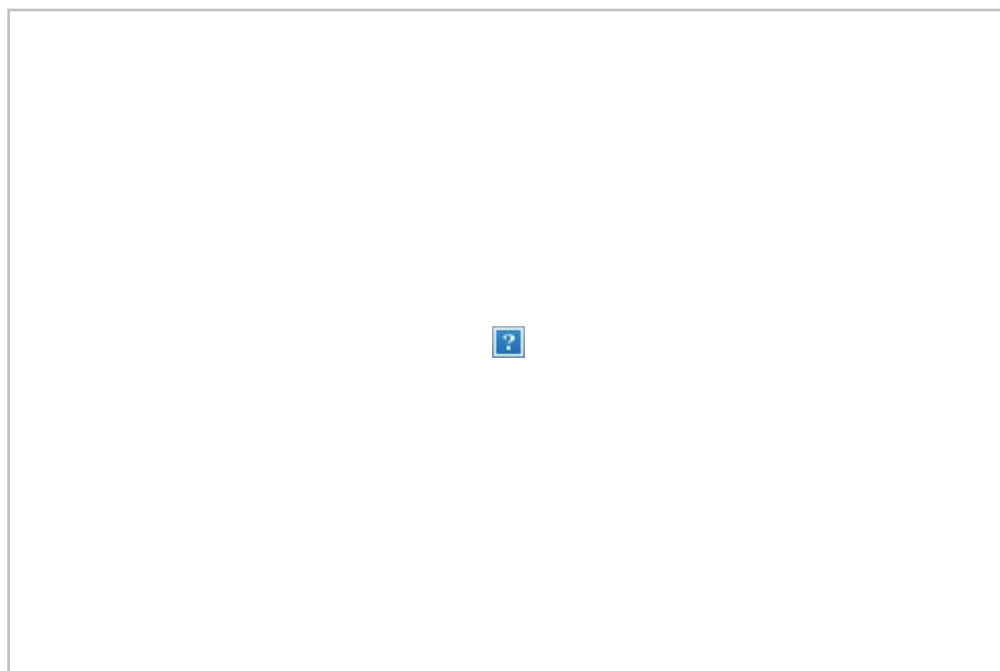
**Gillian Kenah**

U.S. Customer Pod Lead, Tracksuit  
Young Pros Advisory Board Chair

## Staying Connected to Your Passions Beyond Work



ARF CEO Scott McDonald reflects on the importance of cultivating interests outside of work, highlighting his passion for and support of the arts and how this engagement has shaped his career over the years.



## Upcoming Events

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### FALL SOCIAL

September 17 | 5:30 - 7:30pm ET | New York | In-Person

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Join us for a Fall Social networking event! Enjoy complimentary food and drinks while developing valuable industry connections that will benefit your career. This event will feature a variety of senior ARF members and Young Pros alumni. Take this opportunity to learn from near-peers who were once in your position, gain career insights, build meaningful connections and expand your professional network.

JOIN US



### Brand Building 101: How Young Pros Can Stand Out at Work and Beyond

November 19 @ 5:30–8:00pm ET  
ARF Office, 432 Park Ave. South, NYC

The event will be led by [Bashel Lewis](#), a dynamic speaker and personal branding expert, who will guide attendees through building their own unique brand as they navigate corporate careers. Whether you're new to an industry, company or role, Bashel's insights will help you kick-start the development of your own strong personal brand for long-term career growth and success.

RSVP

## Recent Events

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### THE POWER OF HUMOR AND MEMES IN MARKETING

Event Content Now Available To All Members

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On July 30, the ARF Young Pros led an engaging discussion of the role of humor in marketing. Attendees heard how brands can use humor to connect with audiences,

enhance engagement, and drive results. Our expert panel explored best practices, real-world success stories, the fine line between funny and risky, and how humor translates across different demographics and markets.

## Young Pro Spotlights



### **Karoline Coryea**

*Director, Ipsos*

July

Karoline's proudest professional achievement was leading CVS's Here for Her campaign, which addressed barriers to women's healthcare, empowered women and girls, and earned two gold David Ogilvy awards in 2023. Karoline credits much of her career success to the guidance of great mentors, whose feedback and support have strengthened her skills and confidence.

*"Embrace the uncomfortable. Getting comfortable often means you aren't challenging yourself or growing. Doing things that scare you or seem intimidating are often the best opportunities to stretch and develop your skills. Some of the most fulfilling moments in my career have been when I've pushed past the uncomfortableness and embraced the challenge."*

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### **Alessandra Tiseo**

*Associate Ad Measurement Lead, Roku*

August

One of Alessandra's favorite campaigns is Budweiser's 2014 Puppy Love Super Bowl ad, admired for its heartwarming, nostalgic storytelling. She also highlights SKIMS as a brand excelling in inclusivity, innovation, and strategic partnerships. Alessandra's dream job would be running "New York Kitty," a sanctuary providing rescue, rehabilitation, and adoption services for cats in need.

*"It's okay not to feel confident all the time. We're often taught that confidence is key, and while it can be important, it's equally about giving yourself grace and time to grow. Embrace the moments of uncertainty as part of the process, and remember that growth comes from persistence, self-compassion, and learning along the way. Confidence will follow as you continue to evolve."*



## Sean Wong

*Senior Research Analyst, Ipsos*

September

Sean credits his mentors for shaping his approach to research and professional growth. His dream job would be in sports, from a front office role to a player agency, or even in the music industry. Campaigns like Coors Light's 2024 "Hits the Spot" inspire him, showing how brands can seize cultural moments. Outside of work, Sean enjoys lighthearted internet content, especially videos of cats doing the strangest things.

## Young Pros on the Move



## Adelle Wood

Co-Founder - Cambium AI

Launched [Cambium AI](#), a tool designed to make rich public datasets like the US Census accessible to everyone—from startup founders to researchers to local planners. Using a natural language interface, Cambium AI delivers clear, actionable insights in seconds, helping users ask complex questions and get meaningful answers.

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## Hanna Munoz

Senior Analyst at Accenture



This May, Hanna was promoted to Senior Analyst at Accenture!

*"Put yourself out there! There are so many valuable resources for young professionals, both inside and outside of work."*



## Rachel Smith

Senior at Baruch College and [ARF WIDE Scholar](#)

Over the summer, Rachel interned at Assembly Global, a leading marketing and advertising agency that combines data, creativity, and media to drive growth for brands. As part of the People Team, she gained hands-on experience with HR tech systems, onboarding and offboarding processes, and insights into recruitment from the employer's perspective.

*"You can't scale individuals, but you can scale teams."*

## YP Picks

**Adelle Wood** suggests the [TLDR Marketing newsletter](#) for a daily, bite-sized summary of the most important news, trends, and case studies in marketing which is perfect for busy professionals.

**Hanna Munoz** is currently reading [Weekend Language](#), a short but impactful book on the power of storytelling and how to deliver presentations that truly connect with your audience.



**Rachel Smith** recommends [Atomic Habits](#) by James Clear, a book that explores how small, consistent changes can lead to big, lasting results. It offers practical strategies for building routines that align with long-term goals, perfect for anyone looking to make intentional changes in their daily life.

**ARF Team Pick** - [Aaker on Branding: The Playbook to Building Strong Brands](#)  
David A. Aaker shares key insights on brand strategy, management, and purpose-driven branding, offering practical guidance for marketers to build strong, agile, and differentiated brands in today's fast-changing landscape.

## From the ARF Knowledge Center

### [Content Discovery: Challenges and Opportunities](#)

*Posted: August 05, 2025*

ARF's latest report delves into the complexities of content discovery in today's fragmented media landscape. With over 1.7 million shows and movies across global platforms and more than 1,600 FAST channels, audiences are overwhelmed with choices. This fragmentation leads to option fatigue and highlights the limitations of current algorithms in effectively guiding viewers to relevant content. The report explores how media organizations are addressing these challenges by refining discovery mechanisms to reduce friction and enhance engagement.

*\*Must be logged into your ARF account to access. Available to Young Pros at Member companies only.*

## Marketing Meme of the Month



## Call for Notes: On the Move & Picks

Have a new job, project, milestone, or photo you'd love to share? We want to feature you in the next issue of our newsletter! Whether it's a professional update, a recent win, or something fun from your world—send it our way.

**Email your updates and pics to:** [\[email protected\]](#)

We can't wait to spotlight our amazing Young Pros community!

## Stay Connected!

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