



**YOUNG
PROS**

Q4 2025

Hello Young Pros!

Welcome to our final newsletter of the year. As we wrap up 2025, I hope you're finding small pockets of rest, momentum, and joy — whatever you need most right now. This issue is a mix of what's ahead, who's joining our leadership team, highlights from recent programming, and a few personal traditions from our board to close the year on a bright note.

And now, a message from our Board Chair:

Hi ARF Young Pros,

As we close out the year, I've been thinking a lot about what it means to grow in a field that never sits still. The industry keeps evolving with new tools, new platforms, new expectations, and that can feel both exhilarating and a little overwhelming. But if there's one thing I'm sure of, it's that young professionals are uniquely built for this moment. We're learning fast, questioning defaults, and helping shape what "good" looks like next.

In this final newsletter of the year, I want to thank you for showing up for this community, whether that meant joining an event, sharing a point of view, mentoring someone newer to the space, or simply staying engaged and curious. Every bit of participation strengthens the network we're building together, and that network is becoming one of the most valuable parts of our careers.

As you head into the last stretch of the year, I encourage you to take stock of your progress. Celebrate the skills you've gained, the relationships you've built, and the moments you trusted your voice even when you weren't sure it would land. And if you're looking ahead to next year with big goals (or a few big questions), know that you're not doing it alone, we're here to help each other level up!

Wishing you a restorative end to the year and a confident start to what's next. I'm excited for where this community is headed, and grateful to be on the journey with you all!

Best,
Gillian

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

A Season of New Energy for the Young Pros

We're thrilled to welcome a new group of leaders to the ARF Young Pros Advisory Board. Each brings a distinct voice, a fresh lens on the industry and a shared passion for supporting early-career talent.

Welcome to our new board members:



Gina Marcus
Kantar



Michelle Chae
Comscore



Coryn Plate
Kantar



Andrew Johnson
Vevo

We're also excited to welcome Noah Carr and Michelle Chae to our [Social Strategy Team](#).



Noah Carr
*Milgard School of Business,
UW Tacoma*



Michelle Chae
Comscore

Continuing Board Members for 2026:

Gillian Kenah (Chair) — Tracksuit
Mallika Acharya — Ipsos
Sean Eagan — Duke University
Sarah Fahim — VML
Jarrett Hyder — Dow Jones
Megan O'Brien — Omnicom Media Group
Tiffany Terilli — Comscore
Danielle Zito — Ipsos

A heartfelt thank-you to **Rachel Margolin** (SiriusXM), **John Baro** (Transunion), **Meghan Brogan** (A+E Networks), and **Brendan Lacobelle** (LinkedIn) for leaving the Young Pros community stronger than you found it.

With new faces joining and valued members moving forward, the Young Pros community enters 2026 energized, inspired, and ready for its next chapter. [Learn more about them here.](#)

A quick look back at 2025 Young Pro engagement:

This year, we hosted six Young Pros events, including virtual programming and NYC-based meetups. We partnered with the ARF's Women in Analytics group, explored humor in advertising and heard from leaders at Comscore, NBCUniversal, Ipsos, MediaLab, Amazon Ads, A+E Networks and more!

We also saw impressive momentum in community interest, with Young Pro applications jumping 79% year over year. If you have colleagues who might like to get involved, please encourage them to apply via the link at the bottom of this page.

Recent Event Recap

Brand Building 101: How Young Pros Can Stand Out

On November 19, we hosted an interactive workshop with branding expert Bashel Lewis. He walked us through the foundations of personal branding, from clarifying your value to shaping how you show up in rooms that matter. Attendees left with a clearer sense of their voice and practical steps for refining their professional presence.

[Take Bashel's Career Workshop Questionnaire](#)

Upcoming Events



ARF Young Pros
Refresh & Reset:
A Guided Meditation & Desk Yoga

12:00–1:00pm ET (livestream)

In today's always-on-work culture, making space to pause is more important than ever. Join the ARF Young Pros community for a special guided meditation and desk yoga experience led by yoga guide Ri Gundani (VML)- (photo attached). This session will help attendees release stress, reconnect with themselves, and return to work and life feeling refreshed and grounded. The program includes brief personal insights from the event hosts, who will share why mindfulness matters in their own professional journeys.

[RSVP](#)

March 18 (People Inc.: 225 Liberty Street, NYC)
Women in Analytics & Young Pros at AUDIENCExSCIENCE 2026

Stay tuned for more information. Events are subject to change.

Young Pro Spotlights



Steve Altieri

Analytics Manager, Ipsos
October

Steve is someone who follows his curiosity, even when it leads him into unfamiliar territory. This year he stepped into a new analytics focus and quickly made an impact, rebuilding a complex project, strengthening a client relationship and proving to himself that taking risks can open doors. His dream? Traveling the world rating golf courses. In the meantime, he's sharpening his craft, leaning on great mentors and embracing the joy in trying something new.



Palash Arora

Senior Data Scientist, 84.51°
November

Palash is driven by work that creates real business impact. His proudest moment was building a diagnostic tool early in his career that reshaped how a major retailer makes decisions. He's thoughtful, strategic, and always learning. He looks to ARF content to challenge his thinking, and one of his favorite brands, Patagonia, inspires him with its clarity and purpose. One day, he hopes to use his skills to support causes that matter deeply to him.

Kalani Dunn



*Jr. Creative Strategist, **Roc Nation***
December

Kalani leads with instinct, creativity, and a willingness to say “yes” to experiences that stretch her. She’s carving out a career that taps into her global perspective and love of culture. She finds inspiration in social trends, bold creative (like Love Island USA’s refresh), and the connections she’s built through ARF. Her dream? Running a little café on an island, making drinks and meeting people from everywhere.

Holiday Traditions & Recipes from the Board

Tiffany Terrili: Growing up, her grandmother always made Tea Time Tassies, so each year she and her mom keep the tradition alive by making a big batch and gifting them to family and friends. [Recipe for Tea Time Tassies](#)

Megan O’Brien: I tried this recipe for the first time recently and I’ve officially made it a new Thanksgiving and Christmas tradition.

Megan’s Magic Cookie Bars

Ingredients:

- ½ cup butter, melted
- 1 ½ cups graham cracker crumbs (buy the box or crush them yourself!)
- 2 cups semisweet chocolate chips
- 1 ⅓ cups flaked coconut
- 1 (14 ounce) can sweetened condensed milk

Directions:

Gather the ingredients. Preheat the oven to 350 degrees F.

Pour melted butter into a bowl. Mix in graham crumbs. Pour mixture into a 9x13-inch dish and pack mixture into the dish. Pour condensed milk evenly over the mixture.

In a separate bowl mix the chocolate chips and coconut. Sprinkle evenly over the mixture in the dish.

Bake in the preheated oven for 25 minutes or until lightly browned on top. Cool for 15 minutes before cutting into finger-length bars. It yields about 12 bars.

Michelle Chae: I have a favorite holiday tradition from my childhood. On New Year’s Day, Koreans eat tteokguk, a rice cake soup that symbolizes new beginnings and a fresh start to the year. Eating the soup is said to add a year to your age and bring wisdom, since in Korean culture everyone becomes a year older on the first day of the year rather than on their birthday — almost like one big national birthday

celebration. I have such fond memories of gathering at my grandparents' house with my cousins, aunts and uncles to enjoy tteokguk together. [Learn more about this special tradition by clicking here.](#)

YP Picks

From Tiffany Terrili:

A favorite podcast: [The Liz Moody Podcast](#) - thoughtful, actionable and full of small lifestyle shifts that make life feel a little lighter.

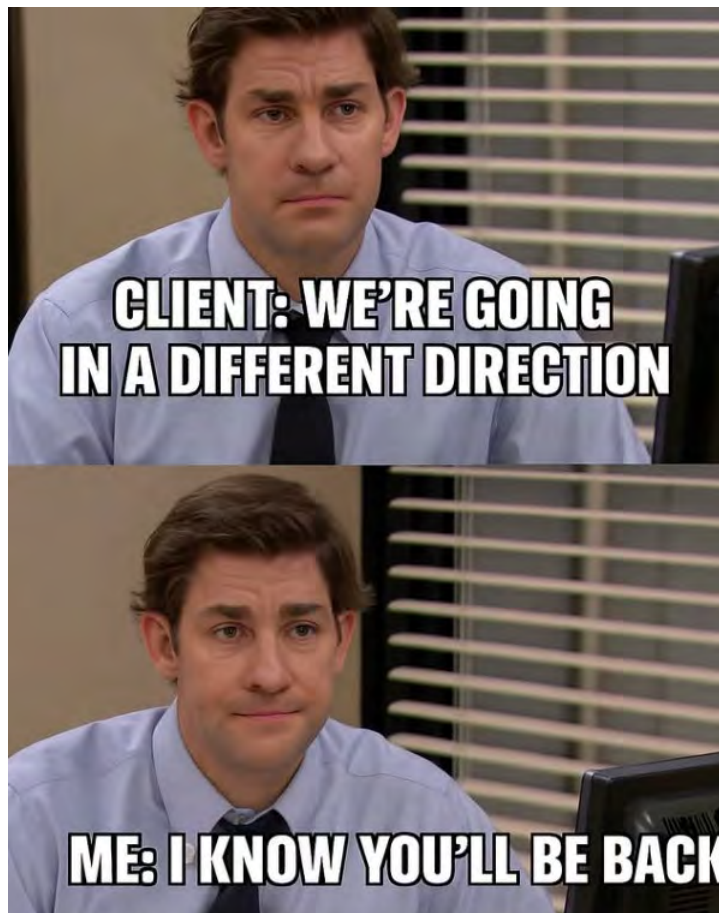
From the ARF Knowledge Center

[How AI and Privacy Regulations are Changing Media Planning Practices](#)

This report explores how AI, privacy-first strategies and outcome-based metrics are transforming the discipline of media planning. Designed for researchers and practitioners, the paper provides a roadmap for navigating audience fragmentation, evolving regulations and new measurement frontiers, while keeping business outcomes at the center of strategy.

**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

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!

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