



Katie Shapiro

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Advertising

Being in front of a camera or in front of a microphone is somewhere I would rather be behind. I want to be the credible source, that painter of the picture, the one with new and interesting ideas for others to showcase. Today's technologies are rapidly changing and I think that it couldn't have been at a better time. Being a part of history making seems surreal to me. Dreaming and believing in myself is something I think about everyday and the passion that I have for advertising will create a path to get me there.

As a young woman being born and raised in San Francisco and traveling to New York often, I have always had my eyes on advertisements. I'm a big city lover with hopes and aspirations bigger than the city I'm in. I hope to travel to Australia next fall and study abroad for new, innovative, and different aspects of the advertising world. I dream of living in New York City after college and experiencing the hype of what New York actually is.

While working towards my college degree at San Jose State University I commit a portion of my time to Alpha Phi Fraternity where I have had to plan many community service and charity events to raise money for cardiac care. Alpha Phi has taught me how to interact and work with many different personalities and how to earn what I have worked hard for.

While trying to research different areas of advertising, I have recently become interested in the idea of integrated advertising and am excited to learn more about it. I would love to be the middleman between the creators and the managers.

Apple and Music Television catch my eye mostly because I love the look at their advertisements as well as their products and style of entertainment.