

## MarComm professional gives UNT students' insight on the industry

By Daniel Ryan Carr

*Recent UNT graduate, Brook Combs, talks to Prof. Poynter's PR Communications class Tuesday.*



Professor Poynter's class Tuesday.

This past Tuesday students walked into Professor Poynter's PR Communications class to a surprise – a guest lecturer. The guest lecturer's name was **Brook Combs**, a Marketing Communications specialist with TT Communications. She was also a former UNT student who was there to give the students advice on obtaining a job after college and to tell them what a MarComm job looks like. Combs was with the class for half an hour and had a lot to tell the students.

### Marketing Communication and PR

"My position is marketing communications coordinator or MarComm coordinator, Brooks Combs said. "In fact, when I was first looking for jobs, I was strictly only doing PR and Poynter is the one that told me to look for MarComm. And I basically stumbled upon this job and I ended up getting it."

Combs went on to explain what her job entails and the perks of her job.

"I plan and execute worldwide trade shows and events," Combs said. "Tradeshows are a pretty boring, to be quite honest, because it's all about engineering. But it is fun to travel - that's my biggest perk in this job. We don't do PR within, we do have an agency though, so I do get to work with them pretty closely. they set up our press meetings at these events."

Combs talks about the details of her job and what she gets to do on a day-to-day basis.

"I think one of the first tasks I got put on was about a year ago is a webinar program," Combs said. "We've been doing that for a little over a year - and about two months ago, my manager fully gave it to me. I'm speaking at these webinars and it's about a hundred people each week that come to these. It's basically just marketing updates, new products that we're launching, and new programs we're launching. So, it's for mostly our internal guys, but it's also for distributors of reps."



Combs then described other responsibilities she has had while on the job.

"I serve as a brand ambassador," Combs said. "So that just means looking at any collateral we put out anything on our website, making sure it pertains to our brand, has the right logo, all the right fonts. Another huge responsibility I have is deepening my understanding of our division, which has sensors and specialists' components, so that I'm still working on. It's

hard to understand because I didn't get an engineering degree and they don't expect me to fully understand it.”

Combs then went on to explain to the class what it is like applying for jobs and gave them ways to put themselves out on the market.

“I don't know if you've heard of Salesforce,” Combs said. “I noticed when I applied to a lot of jobs, Salesforce is a big, preferred skill to have, which I don't know how you would have that in school to be quite honest. I don't know what class teaches sales force, maybe in the business school, but definitely not Mayborn. It's basically putting in leads and from there turns into an opportunity and then if we get a sale out of it, then it becomes a win. So, it's a good tracking resource for sales. So, like I said, you're probably all not going to know Salesforce, but don't let that back you off from applying to a job because that was under the preferred requirements for this job.”

Combs went on to explain salesforce more in-depth but later shifted to talking about how the Mayborn has impacted her career.

### **What to take away from the Mayborn**

“Organization is definitely my favorite takeaway,” Combs said. “I've got a lot going on and so I have this like huge notepad on my laptop and I just kind of log, ‘okay, what do I have to do this week? What's coming up? What do I need to ask my manager about in our weekly meeting?’ Because really my manager's busy and I try to throw everything at once in that meeting and then leave her around the rest of the week unless it's something urgent. I just try to stay organized and make sure I know what's coming up and what deadlines are big right now.

Combs explained to the students the importance of being flexible on the job.

“In January, my role really shifted into web,” Combs said. “It was not something I signed up for, but something you need to remember is, they're going to throw stuff on you, just like Poynter does in this class. You know, you may have one assignment due and then she throws in two separate ones. So, you just have to roll with the punches.”

“Just something to keep in mind - always be open,” Combs said. “The more you take on, the more your employer's just going to be more impressed with you and that's how promotions happen.”

### **About Daniel Ryan Carr:**



Daniel Ryan Carr is a public relations major at the University of North Texas. He is also on staff at Denton Bible Church where he is responsible for office administration and communication. Ryan is also responsible for managing and leading students and leaders at DBC and was previously on staff at his high school newspaper.

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Combs, Brook. (2019, September 10). Personal interview.