



PRSA SOUTHEASTERN WISCONSIN CHAPTER PRESENTS:

PRO DAY 2019

FRIDAY, APRIL 5, 2019

The Public Relations Society of America Southeastern Wisconsin Chapter, the largest PR professional organization in Wisconsin with over 300 members, is hosting a great event for college students to learn more about careers in PR/Marketing.

PRO Day Agenda:

- 11:30 am Networking with professionals
- 12:00 – 1:30 pm Cause Marketing and Building Brand Loyalty with Nick Lucido, VP of Global Brand Practice Development at Edelman
- 1:35 – 2:25 pm Resume Critiquing
(bring 5 copies of your resume with you)
- 2:35 – 3:35 pm Harley Davidson Museum staff will talk about how they, as well as the company's citywide anniversary celebrations, help the Harley brand
- 3:45 – 4:45 pm Tour of Mortenson Kim + Raidious
(Participants will be walking four blocks to get to this tour; please wear comfortable shoes.)

Where:

Italian Community Center, 631 E. Chicago St.
(Free parking in back.)

Menu:

Lasagna and a Garden Salad

Cost:

\$15 for PRSSA student chapter members
\$20 for PR/Marketing general students

Sponsor:



More on Our Speaker:

As part of his day to day job at Edelman, Nick Lucido, VP, Global Brand Practice Development, **(who served as PRSSA's National President in 2010 – 2011)** partners with a large and diverse community of 1,100 brand marketers working with some of the world's most iconic brands.

Based Edelman's Chicago office, Nick manages intellectual property, operations, portfolio and capability growth, community building, and marketing for the practice.

He previously was senior account supervisor and client strategist for Krispr, a Daniel J. Edelman company servicing the Kellogg Company. He led integrated communications projects for Kellogg's initiatives including its U.S. Olympic Committee sponsorship, the global transparency platform Open For Breakfast and social/digital channel strategy.

Before returning in Chicago in 2016, Nick spent two years in São Paulo, Brazil as a Daniel J. Edelman Global Fellow. While on assignment, he served as a LATAM lead for research and analytics, in addition to serving as regional client leader for Disney Parks.

With nearly 8 total years at Edelman in different offices and practices, Nick's experience includes strategic planning, digital strategy, analytics counsel and account management for organizations including Abbott, BlackBerry, ConAgra Foods, Disney, GE, Hilton, Johnson & Johnson, Kimberly-Clark, SC Johnson, Shell and PayPal.

He holds a B.A. in advertising with a public relations specialization and a B.A. in public administration from Michigan State University.