

Jillian Allen – marketing

Why did you choose your degree program? How has it helped you grow personally and professionally?

I chose the marketing program because, as I approached the last years of high school, I became interested in different brands and organizations and how they formed their relationships with their customers. I also enjoyed writing throughout high school. So, I wanted to major in something that allowed me to still express myself creatively, while also learning about such relationships in both the corporate and media world.

What are you most proud of accomplishing during your time here?

Throughout my time at McKendree, I can say I am most proud of the GPA I have been able to maintain. Working full-time while being a full-time student proved to be difficult the past couple of years. I managed to stay consistently motivated and on track to ensure I graduated when I wanted to with a GPA I was proud of.

If you could go back in time, what advice would you give your first-year self?

If I could go back in time, I would tell my first-year self to participate in more school events. Due to my living a bit far away, I found it difficult to join my peers on campus to either visit certain festivals at different ceremonial events. I can definitely say I regret not making those drives to campus to join the different school activities and create more friendships.

Who helped you the most on your journey?

My sister is the one who helped me the most during my journey at McKendree. She is an alumna and always spoke highly of the professors and her experience at this school. She consistently supported me and pushed me to keep going when I felt I needed a break. She knew me better than I knew myself at times, and she knew I would not be happy with myself if I let my education falter. I was able to stay on my previously planned path due to her guidance.

What's next after graduation?

After graduation, I plan to continue my education as I was accepted into the MBA program for digital marketing. While taking those classes, I will continue to work and hopefully do a lot of traveling before I enter the corporate world.