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News Release

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Beauty and Brains: College of Charleston Alum has it All Heather Kent tells students how she got her happily ever after

Don't let the tiara fool you – Heather Kent is more than just the current Miss Mt. Pleasant USA: She is also the youngest member of the MeadWestvaco team, as well as its very first marketing communication specialist!

Kent, a 2011 graduate of The College of Charleston, first started interning at MWV in the spring of her senior year – two days after graduation. “I got extremely lucky, because I was able to find an internship that paid me about \$14 an hour,” Kent tells students.

On her first day as an intern, Kent had to go around the entire building and take pictures of everyone, as well as ask for their cell numbers and write a brief bio on each person for a company directory. Kent says, “Although it was intimidating, I'm glad I did it, because by the end of my first week, everyone knew who I was.”

Three short months later, she was offered a full-time position in the “HR Pie” office, on one condition; “My boss told me that if I was serious about this job, I had to give up my modeling career,” Kent says.

This was an easy decision for Kent, because, in her words, “I came to terms with the fact that, although I had applied to be on the show, I wasn't going to be America's Next Top Model.”

When asked how she got so lucky to land such a great job, Kent tells students, “You have to be strong and persevere because it truly is a competitive field. Also, take advantage of your professors, because they really want to help you succeed! Don't be ashamed to ask for help; people aren't going to seek you out and just give you a job.”

As the marketing communication specialist, Kent is in charge of writing press releases for new products, and planning trade shows which are huge events in the industry. She designs the pamphlets handed out to other companies at the shows.

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