



ROXANNA EKE

B.A. LIBERAL ARTS '14

Blogging on Wilshire Boulevard. Sounds exciting, right? That's what Roxanna Eke gets to do every day.

An Associate at public relations and social media agency Olmstead Williams Communications in Westwood, Eke manages social media profiles, writes blog copy and handles a variety of other duties that help clients build reputation and shine in the public eye. She loves the dynamic nature of PR and correlative demand to learn something new every day. Although she joined the company just last fall, she's already succeeded in raising her B2B client's Twitter engagement.

Eke, who majored in Liberal Arts (emphasis on Public Relations), minored in Communication and graduated cum laude, describes her decision to attend CI as an easy one. "I visited all the colleges I was accepted to, but I wasn't excited about any of them until I stepped on the CI campus," she says. "CI was, simply put, a perfect match for my soul. The small class sizes, beautiful scenery and peacefulness of the atmosphere made me feel at home."

An on-campus job sparked Eke's interest in writing and graphic design, and a subsequent social media internship accelerated her journey toward Olmstead Williams. "I began to view social platforms in ways I'd never considered, and I received so much support from my instructors and the CI staff," she says. "The path that began with a perfect match led to a job I consider the perfect fit. I couldn't be happier."

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CHANNEL ISLANDS
One University Drive
Camarillo, CA 93012

www.csuci.edu