Stars: \*\*\*\*\*

Kinsey Clemmer

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Name: Alicia Lewis

Degree: Strategic Communications

Year of graduation: 2013

Company: Pandora

Job title: Account Strategist



Photo Teaser: Pandora account strategist and SMSC alumna Alicia Lewis is taking Chicago by storm, constantly looking for her next challenge.

Alicia Lewis is not afraid of a challenge, and in fact, she welcomes challenges with open arms.

After graduating from SMSC with an emphasis in advertising, Alicia moved to Dallas to work for The Richards Group as a media planner. This seemed like the perfect career move as advertising media and markets was her favorite class. She could easily be described as the Kantar queen. After a year and a half at The Richards Group, Alicia was already wanting a change and new challenge, and she knew exactly what to do. She headed for Chicago.

“I moved to Chicago because I wanted a challenge, and I’m the kind of person that likes to move around,” she said. “I filled up my car, moved to Chicago and said, let’s do this.”

Alicia worked in advertising her first two years in the Windy City. In this time, she grew her client experience substantially, working with clients ranging from a fried chicken company to amusement parks to insurance. After two years in advertising, Alicia found herself ready for a new challenge, and that is how she found herself in her current position at Pandora as an account strategist.

This position focuses heavily on proposals, and Alicia enjoys being more on the client side of advertising now. She has even won a company-wide “proposal deck” competition in her short time at Pandora. She also enjoys everyday victories like when she convinces a client to have an hour meeting with her because that is all she needs to convince the client to incorporate Pandora in their media plan.

“I get the opportunity to break barriers with clients, and it is such a good feeling when I can make that happen,” Alicia said.

Alicia remembers SMSC fondly, citing the National Student Advertising Competition as her favorite memory at SMSC. She keeps in touch with everyone that was on the team with her.

“The Paul Miller Building felt like home,” she said.

Alicia says the best thing an SMSC student can do is be a go-getter. She says not to take no for an answer.

“Chicago was a dream of mine,” she said. “It’s such a hard market to get into, but I wasn’t afraid of the challenge.”

Alicia will surely be seeking out her newest challenge soon while enjoying her big city with Midwestern charm.