

# Words of Advice from Griffin and Associates' CEO, Joanie Griffin

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Joanie Griffin is the CEO and president of Griffin and Associates, which is a advertising, marketing and pr firm in Albuquerque, New Mexico. Joanie has launched some of the most innovative marketing campaigns including Taos' *Summer of Love* extravaganza. She has had many interns walk in and out of her office and she has come to us with some advice filled with wisdom from years of working as a CEO:

## **What do you look for when hiring recent college graduates or current college students?**

I look for real- life experience and a quality portfolio if they have worked somewhere before. Internships are one of the most important things. They should do something where they can show me some real work. I also want to make sure that the intern would fit in our office so that we don't waste our time or their time.

## **What advice do you have for college students applying for internships?**

To be really willing to do anything. Intern should not be arrogant. Also, make sure you are passionate about the place that you are seeking an internship. Take the initiative before the interview to do some research on the company. They (interns) should be sponges and want to learn everything and work very hard.

## **What is the one thing that you wished somebody told you after you graduated college in regards to finding a job?**

That it was going to be hard and also that you are going to start at the bottom. Hard work pays off.

## **How should Gen-Y be networking more effectively?**

Join a chapter of a professional organization that is related to your field and get involved. They have networking functions which are a great way to meet people. Go out there and start meeting people! It is all about who you know.

## **What are some bad characteristics of your past interns that you discourage Gen- Y to do?**

Dressing inappropriately; make sure that you are properly dressed for the work environment and do not wear anything too revealing. It is one of my biggest pet peeves when interns listen to their ipods while

they are at work. Another thing that bothers me is when Gen-Y is not willing to talk on the phone and only text, etc. Being late is another bad quality. Communication is important, too. I have had interns that have been given a project and do not communicate the status of it.

**What is the best way to land a killer internship as a college student?**

One would be to find and apply to a specific company that you want to work for. If they have no openings, ask when they are hiring interns next (i.e., next semester, next summer). Be persistent and be different. The ones that always grab me are people who do things that are out of the ordinary. What can you do to be different? You need to stand out from everyone else. Be willing to be different. Do the little things. You are competing with around 20-100 people for just one position.

**What is the best advice you have ever received?**

After I graduated from the University of Colorado at Boulder, I applied everywhere and couldn't get any jobs as a reporter. So, I got a part-time file clerk position with little pay and I was insulted. My father told me that you are taking the job to put your foot in the door. At noon on my first day I was promoted to religion editor and worked my way up from there! Be willing to start anywhere because if you are stellar, you are going to ride.



