



Kris Kizer

Major: Communication studies

Minors: Psychology, entrepreneurial experiential

Activities: Advertising Developers (ADs), WAUG.FM

Internships: Business planning and project management intern at UnityPoint Health-Trinity; marketing intern for Fresh Films; small business marketing intern at CDW; business operations intern at Chick-fil-A

Post-grad plans: Option #1: Find an entry-level role within a market research firm, advertising/media agency or venture capital firm. Option #2: Pursue my MBA or a master's in strategic brand communications at the University of Illinois at Urbana-Champaign. Option #3: Join Venture for America and work for a startup for a couple of years.

“There are people who are always asking questions, and then there are people who are driven to find the information to answer those questions...that is Kris. His interest in learning about things that influence people's actions led him to an interest in research that has brought him into the EDGE Center almost every day and made him the research director for the ADs competition group. The group competes with schools across the country by preparing a full strategic marketing plan for a real client each year. Thanks to his dedication throughout his years at Augustana, Kris has four of these plans in his professional portfolio.”

— Doug Tschopp, director of the Entrepreneurial (EDGE) Center, and instructor, communication studies

MORE THAN I IMAGINED 2018

SENIORS REFLECT ON ACCOMPLISHMENTS AND LOOK AHEAD

Why Augustana?

Personally, I felt that Augie was the right place to accelerate my personal and professional growth and challenge me academically compared to the rest of the liberal arts institutions I applied to. The EDGE Center and CORE were the biggest driving factors that convinced me to come to Augie.

Are you where you thought you'd be when you first came to campus?

Absolutely! In fact, I have even exceeded my own expectations.

Who helped you get to where you are now?

I've developed a stellar support team comprised of relatives, mentors and faculty. My mentors facilitated different opportunities and environments that enabled me to foster my talents. My relatives have always been my biggest supporters.

Peak experience?

Joining the Advertising Developers (ADs) team during my freshman year. I learned how I can leverage my interest in psychology and research skills to create business solutions for different clients. After this experience, I became obsessed with learning more about advertising, branding and research. I knew I wanted to stick with the team for the rest of my time at Augie. The ADs experience laid the foundation for professional development.

What surprised you?

I've learned how innovative and creative I am. I realized that I can leverage these strengths to facilitate growth for others and improve organizations dramatically.

How did you use Augie Choice?

I used my Augie Choice to study abroad in Guatemala!

What will you miss the most?

I will definitely miss working and cracking jokes in the EDGE Center!

Advice for the Class of 2022?

Always spend 90 minutes every day asking these three questions to maximize your college experience: What do I want to accomplish? Why? And what are my plans to achieve these goals? You should always be intentional about your dreams, goals, aspirations or ambitions. Whatever you do on campus and off campus should align with your vision for your future.