

## **Not Always Room For Sunshine**

Taiesa Smith

An impacted schedule undoubtedly keeps a woman busy, and that is no exception for Stephanie Mira. From attending vigorous classes at San Diego State, transitioning into an internship, and navigating her way to becoming the Junior Account Executive at Sunshine Sachs, Stephanie finds herself constantly working.

Although a busy schedule means she is almost consistently always on the job, Stephanie finds joy in what she does. Looking at all her responsibilities, the most satisfaction comes from her media placements, “It’s always going to be media placements” in comparison to all her other responsibilities. Some of those other responsibilities are: handling media outreach, pitching media, “clip” media placement, media tracking, and a few more tedious jobs. Of course, with all good things, there are typically specifics you tend to dread, “The world of PR is very cut-throat, I believe you’re either made for it or you’re not.” Stephanie believes the industry is a “fast-moving” industry that could easily show someone if they are cut out for the world of PR.

But, Stephanie found a fascination for the industry rather quickly and decided to stick with it, “It might sound odd but I use to love the show Entourage...my aunt also works in advertising and I got to see a bit more of the interworkings. After hearing more about her job I knew marketing wasn’t for me but I could find my calling somewhere in PR.” Her fascination with the industry has carried her to where she is today and she is proud of her accomplishments. From working on projects like a major hotel Launch in West Hollywood, Coachella events, and even Khloe Kardashians baby shower, Stephanie finds pride in what she does and thrives on her own success. She credits a lot of her success with the fact that she is continuously cross-working with the social and digital team, influencer team, talent team, and crisis management team, “You’re always checking in with different departments, it just makes everything much easier and flow smoothly.” The work often falls nothing short of overwhelming, but to Stephanie, that is what makes the job interesting.

In Stephanie’s eyes, the industry can be skewed. Elaborating on that, she finds her peers occasionally undermining the work she does. Especially now with the pandemic, she gets approached by friends who are unfamiliar with the time-consuming schedule, they assume she has more time on her hands considering she is not as “on the go” and traveling as often. “If anything it has definitely been harder. Networking without being able to meet in person is frustrating,” now more than ever there is a lack of that in-person connection, “You just can’t be social, and you have to be extra considerate when pitching people...you don’t know what’s going on in their lives right now.” A slight bit of Stephanie’s advice is taking much more into consideration.

Knowing what she knows now, Stephanie was able to reflect on her past and offer some words of wisdom to those in hopes of people considering a career in PR, “Know that PR seems very glamorous, but you have to be aware that you actually have to work” going hand in hand with the previous misconception of the industry. Stephanie herself got caught up in honing herself in on hospitality and travel, making it hard for her to expand her horizons, sharing, “Remember to be open to everything early in your career, you don’t want to get stuck having to work your way into new and unfamiliar positions.”