



Student Spotlight

Michael Delgado

Leyden Business/Tech Courses:

Coding & Computer Repair, Video Game Design I, TSI Entrepreneurship, Intro to Accounting Systems, College Accounting & Independent Study Marketing/Gen Business

Accomplishments:

- All Microsoft Certifications
- Currently working on A+ Certification
- Online Quickbooks Certification

Career Goals:

Michael plans to achieve a bachelor's degree in Accountancy and become a CPA. In addition, minor in Information Technology (IT) or Information Systems (IS) in order to explore the new possibilities that are emerging where business and technology overlap.

Cool Tool

Mint is a FREE online budget planner that allows you to take charge of your personal finances. With the ability to set financial goals, manage and link accounts, Mint allows you to visualize your progress towards financial related goals.

Interested in money mgmt, Consumer Ed will help you with that.

Plus, see Mr. Russotto (East) & Mr. Haworth (West) for more information on our Accounting Classes!



Career Corner

Marketing: Content Specialist

As technology and the use of social media continue to evolve, the field of marketing does as well. Once a field focused on print and tv, content creation has changed drastically. **Content specialists** are responsible for telling a story about the brand or project they are representing. More importantly, they need to tell a story that people WANT to read and engage with, whether through print, social, video, etc.

2015 graduate Madeline Obrzut is the current content specialist for a marketing research firm, the Brightfield Group.



She says "My main role is creating marketing content. On a daily basis, I'm writing, designing, & directing the company's outward-facing content. This includes social media posts, free downloads & reports, blog posts, and weekly newsletters. I love my current position because I get to learn so much. I take our market research data and turn it into content. I get to learn about new things in our industry and even uncover new insights for the company."