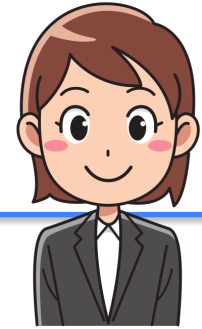


# Mary Kay



Mary Kay was a recent college graduate, with a degree in History from a prestigious university. She loved studying history, but wasn't interested in the traditional career paths of teaching, politics, or pursuing a graduate/ legal degree. Mary Kay was looking to land her first job out of university, but she had no clear direction. She had held several short-term jobs on campus, including event planning, event support, and (ironically enough) career center logistics.

We leveraged the Chocolate Cake methodology to explore attributes of her on-campus experiences, translating her experiences into key search terms: logistics, project management, event planning, operations. We could then evaluate the specifics of the positions against her priorities (rather than cool job titles). For Mary Kay, work location was an important element, with large metropolitan areas as a priority. She has recently landed an operations associate position in New York City, providing logistics support within a large consulting firm; she is now working on her development objectives, with a goal to forward her career in specific consulting areas.