



# STUDENT OF THE MONTH

ANGELA LAM LI

Keeping a keen interest in how brands influence and evoke emotions beyond the brand name is what attracted this month's student of the month to marketing. Angela Lam Li, originally from Sydney, Australia, is a senior marketing major with an emphasis on digital and social media. "It is such a special thing to be able to anticipate the needs of others - not just essential ones, but also deeper needs tied to how people want to be seen, valued, and understood."

The Jacobs Fellows Program in Luxury Retail - has been Angela's favorite class so far. Because of its conjunction with Advanced Retailing and Merchandise Management-MKTG 437, which teaches the skills needed, MKTG 498 is designed as a course that fully speaks to passion, discussion, and interaction of luxury marketing. Recently, the class had the privilege of speaking to Richemont's VP of Strategy in an incredibly exciting, free, and open manner. The Jacobs Fellows program provides a community of peers that share the same passion and drive for the luxury sector at Penn State.





# STUDENT OF THE MONTH

ANGELA LAM LI

Angela's goal after graduation is to work for a marketing agency with clients based in the beauty and luxury sector, focusing on digital strategy and social content creation. This summer's social media internship with WAWA gave her insight to this by directing and shooting, all unpaid social content for Joey and Kelsey (The Bachelor), Dallas Goedert (Philadelphia Eagles) and Bryce Harper x Under Armour.

A few fun facts about Angela! Being from Australia, she always celebrates Christmas in the summer. And with all her trips back and forth from Pennsylvania and Australia, she has never been to the west coast, excluding LAX. It is on her to do list!

When Angela is not in the classroom, she is serving as Captain for the Smeal Business Ethics Case Competition Team and a TA for a course on case analysis. Recently, she was invited by Forbes Magazine to attend the 30 Under 30 Summit. Jacobs Fellow Program instructor, Dr. Johanna Slot, remarks Angela as "brilliant, amazing and has a bright future."