



## Transfer Success Story



### **Geo Lawrence**

A.G.S, Wilbur Wright College, 2018

B.A., Advertising & Public Relations, Loyola University Chicago, 2020

After graduating high school, I didn't have a very solid plan on my next steps. I was attending college at Iowa State University and majoring in advertising, but I wasn't sure if that's what I was passionate about. During my time there I enjoyed my classes but was a bit overwhelmed with the coursework. My mom, who is a college advisor at Wright College, suggested I complete my associate degree at Wright.

I started Wright College looking to get my bearings and learn how to become a more well-rounded student. The classes offered were really interesting and gave me the opportunity to explore things I was curious about like poetry and films. I wrote for the *Wright Times* newspaper, which was a fun experience that improved my writing skills. I took a photography class, which had always been something I wanted to do, and the Photoshop aspect of the class was a great introduction to the work I currently do as a content creator.

Towards my last semester at Wright, it became time for me to choose a transfer school that would best suit me. My advisor at Wright, Ms. Yanet Diaz, was incredibly helpful at making sure I was prepared and informed on all my options. When I decided on transferring to Loyola University Chicago, she made sure I was taking the necessary classes at Wright to transfer to Loyola, and I was able to dive right into my core curriculum there.

I genuinely believe that taking classes at Wright College prepared me for my time at Loyola. The intimate class sizes allowed me to feel comfortable and confident participating in discussions, and that confidence stuck with me. Working with Ms. Diaz helped me learn to organize my class schedule and take a more active role in my education.

During my first semester at Loyola, I made the Dean's List. I learned a lot from my classes, and participated in a very insightful internship at Fusion92, where I learned more about advertising and marketing. I graduated from Loyola with a bachelor's degree in advertising and public relations in the spring of 2020.

Currently, I have been working as an assistant account executive at Rudd Resources, a Black-owned public relations firm located on the South Side of Chicago where I continue to use the skills I've learned. I've been blessed to work on impactful projects for the Illinois Governor's Challenge, St. Bernard Hospital, Urban Gateways, and many more. In fall 2023, I was fortunate to be a recipient of Publicity Club of Chicago's Golden Trumpet Awards 30 Under 30. I am extremely grateful for my time at Wright College and the people and resources that helped me succeed.