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# Titans Hiring Titans: Kelly Scott Madison Alumni Employ Three 2024 Grads

BY JULIA PEREZ | AUGUST 07, 2024

## NEWS

BLOOMINGTON, Ill. — Faced with nearly 300 applications for positions at Kelly Scott Madison this summer, president of the marketing agency Chad Maxwell '02 made an effort to ensure a fair and impartial hiring process. Nevertheless, half of the openings were filled by 2024 graduates from his alma mater, Illinois Wesleyan University.

Maxwell has worked with Kelly Scott Madison (KSM) in Chicago for seven years, and he was hired by fellow Titan and CEO Joni Williams '82. Maxwell said the agency has numerous connections and referrals from clients and schools, including Illinois Wesleyan and the [Hart Career Center](#). To minimize biases in the hiring process this summer, the hiring team redacted certain details from the list of applicants.

"We're proud to share that it happened to work out that three of the six spots were filled by Titans who rose to the top [based on their own merit and excellence](#)," said Maxwell. "We always want the best and brightest at Kelly Scott Madison, and it's wonderful when other Titans achieve that and become part of our larger community."

About 8% of the 110 media experts at the agency are IWU graduates, according to Maxwell. The newest IWU hires at KSM are Peter Cresci, Launi Chanthaboury and Hannah Trousdale, all from the class of 2024.

Trousdale, who studied psychology with a business minor at IWU, assists team members with the logistics for media planning and campaigns for clients. She said being hired by Illinois Wesleyan alumni was a pleasant surprise.

"It feels comforting and empowering to know that individuals who shared a similar experience to you want to see you succeed and do well after college," said Trousdale. "Chad and Joni are both amazing people with unique perspectives on advertising, which makes learning from them a fulfilling experience."

Trousdale credits the support of IWU professors, athletic coaches and staff at the Hart Career Center for equipping her with the skills and resources necessary to secure a job so quickly after graduation.

"IWU taught me how to manage my time well, take risks and how to communicate with others professionally. Another huge impact that IWU has had on my first job is my confidence. Without my coaches and professors uplifting me, I wouldn't be in the position that I am in now," she said.

Cresci studied marketing at IWU and was hired at KSM as a tactical operations associate. He was first introduced to the company during a [Career Immersion Excursion trip organized by the Hart Career Center](#).

"It feels really great to be employed by a fellow Titan and it shows how strong the alumni connection is," said Cresci. "IWU prepared me for a lot of things in my professional career, such as time management."

Chanthaboury majored in marketing, and she spends her time at KSM assisting in reporting, data visualization and ensuring the accuracy and integrity of data.

"There is an overwhelming feeling of joy, inclusivity and grit here at KSM," she said. "This is not just because we are employed by Titans, but it also speaks volumes about the kind of people KSM hires. It truly is a place that puts people first."

Tools provided by the Hart Career Center helped Chanthaboury land a job after graduation. She encouraged current Illinois Wesleyan students to prioritize building relationships while on campus and to take risks.

"With [IWU] being a smaller school, you are able to easily connect with peers, professors and coaches. By doing so, it emphasizes the value of creating meaningful relationships," said Chanthaboury. "When you are surrounded by those who want you to succeed, we all win."

KSM's relationship with the Hart Career Center allows the company to give back to IWU, said Maxwell, by advising students on how to apply for roles, land interviews and succeed in early careers. He said the business also benefits by shaping talent and sourcing for potential hires.



Hannah Trousdale, Peter Cresci and Launi Chanthaboury, all from the class of 2024, were hired out of an applicant pool of 300 for roles at Kelly Scott Madison. The marketing agency in Chicago is led by CEO Joni Williams '82 and Chad Maxwell '02 is the president.