

Briana Brown

Mr. Speice

Interview Assessment

3 November 2017

Interview Assessment #2

Audrey Thornton

Marketing Coordinator

Dallas Cowboys

1 November 2017

This week I conducted my second interview. Prior to the interview, I was searching for people to contact from the Star. During my research, I came across an organization called, “5 Points Blue.” This organization was created by Charlotte Jones. The purpose of the association is to give women who work in a predominantly male industry, the opportunity to mix and mingle with one another. The organization brings unity amongst woman to the Dallas Cowboys franchise. Once I read through the organization's website, I was intrigued by the mission of the group and decided to send an email to the organization. Luckily, the Marketing Coordinator for the Dallas Cowboys, Ms. Audrey Thornton, responded and was very willing to help me out. After a couple to emails back and forth, Ms. Thornton and I scheduled an interview for Wednesday, November 1, 2017. Once I arrive at the Ford Center, I met with Ms. Thornton in the atrium. As we walked to our interview destination Ms. Thornton showed me around the building. Eventually, we walked into what seemed to be a miniature conference room and sat down and talked.

I began the interview by asking Ms. Thornton about her background and how she ended up in her current employment status. She proceeded to tell me about her undergraduate experience at Texas State University where she majored in Marketing. While attending TSU, she was involved in an internship program with the school's athletic department, where she learned a lot of information about promotions. She then went on to finish school at the University of Texas, where she received her Master's degree in Advertising. During the midst of completing her degree, Ms. Thornton, along with other students, were invited to apply for the opportunity to become student panelist. She saw this as an opportunity to further her career and took the initiative to apply. Once she got the position, she networked with various professionals, interned for an advertising firm, and then went on to intern for the Dallas Cowboys. After successfully completing her duties and making a good name for herself, the Dallas Cowboys called Ms. Thornton and offered her a full time job as the Marketing Coordinator. Ms. Thornton's credibility and trustworthiness was exhibited through this job offer because the Cowboys created this position for her.

Moving along, Ms. Thornton began to tell me about her responsibilities as the marketing coordinator. She is in charge of coordinating sports related and non sports related events that happen at the Ford Center and AT&T stadium. Her work days are inconsistent, in the sense that, everyday there is something new for her to do. For example, during Hurricane Harvey, the Cowboys vs. Texans game was moved to the AT&T stadium, as a result, Ms. Thornton and her team had to make last minute adjustments in order to be ready for gametime. However, the game ended up getting canceled and all of her work was for nothing. As far as traveling, she does not travel that much, however, she informed me that the media team usually travels with the team.

As far as the workload, Ms. Thornton mentioned to me that her job is busy year around. She is always looking for or planning an event during football season and the during the off-season. She feels that her job is rewarding, because her work is showcased to millions of people.

Towards the end of the interview, Ms. Thornton gave me a lot of worthwhile feedback. She informed me that, although having a resumé is very important, I should also compile videos of myself displaying my broadcasting capabilities, in order to prove my potential to future professionals. Along with that, she mentioned that I should incorporate more detail into my resumé because it was vague. She also told me that I should change my resumé layout and make everything flow horizontally. Overall, the interview lasted about 35-40 minutes and I learned a lot of information. I had a pleasure meeting with Ms. Thornton and I am super appreciative of her kindness. She emailed Lindsey Cash and Taylor Stern, which are two female broadcasters for the Dallas Cowboys, and told them about me and my interest to interview with them.