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## Like Social Media? How Maggie Gravier '12 Networked Her Way Into a Job

Posted on [June 14, 2013](#) by [Tanya Seale](#)

Meet **Maggie Gravier**, 22 year-old Photographer at goBRANDgo!, St. Louis, MO. She also owns her own photography business, [Margaret Gravier Photo](#).



Maggie Gravier graduated from Webster with a BA in photography in Spring, 2012. But before the ink even dried on her diploma, Maggie had already landed a permanent job as a

social media/marketing specialist, which quickly developed into much more. How, exactly, does that happen? Five words: Maggie is a networking machine.

### **Network Network Network and then Network some more**

“In the past year, I have become completely obsessed with social media sites,” Maggie says. “I have a Facebook page, a page for my photography, Foursquare, two Tumblr blogs, Google+, LinkedIn, Pinterest, a profile on Rawartists.org, and Twitter.” In fact, Maggie landed her current position as a direct result of a twelve-character tweet.

### **Wait. What?**

“During my senior year at Webster, I did a lot of research on people in the photo and social media spheres in St. Louis. Jim, being the owner of a video/marketing company was one of those. We first made contact through social media outlets and then kept in contact through those outlets. I’ve never been one who can sit still for long, so the week after graduation I was on the job hunt. I posted on Twitter, ‘I need a job.’ Within minutes, Jim sent me a message asking if I was serious! We set up an interview for the next week, and BAM! I became the Social Media and Marketing Specialist at Parabolic Media.”

Shortly after, when Parabolic Media was acquired by goBRANDgo!, they also needed a photographer. Maggie, who had quickly established her willingness to work hard and take on additional responsibility, was more than ready to slide right into the job.

As important as social networking can be however, Maggie says it’s critical to establish traditional, professional face-to-face relationships as well. “It’s one thing to have a 140 character long conversation with a person on Twitter, but it’s quite another to be able to converse with them in person,” she says. So Maggie uses Twitter and Facebook to strategically find the people she needs to know. She then follows them for a while, leaves comments, and asks questions so that when she meets them in person they’ll recognize her name and remember some of the things she’s said.

### **Baby Steps**

Maggie says one of the most important qualities for anyone looking to increase his or her professional network and jump-start a career is a willingness to start with smaller projects. “This goes a long way in building skills, experience, and the confidence a new grad needs to go out into the world and show oneself off,” she says.

To accomplish this, Maggie volunteers at the Missouri History Museum Library and Research Center, in addition to her other responsibilities. There, Maggie scans and catalogues collections for the online database.

But she also gets involved with community events, outside of her volunteer responsibilities, which allows her to network even more. “I go to events, exhibits, and just talk to other people who work there,” she says. Engaging herself in outside activities gives her even more opportunities to connect with like-minded professionals. “Employers are looking for real people with personality and passion, not just someone who can do the job.”

### **Start right now, right where you are**

While completing her undergraduate work at Webster, Maggie knew it was beneficial to seek out connections in departments other than the SOC. She practiced her networking skills then. “Making friends with lots of different kinds of people not only makes life more interesting, but it can also give you connections you might not have otherwise,” she says. Because of the hard work Maggie puts into establishing and cultivating relationships, she has not only secured a permanent position in her desired field, but she has also landed some unexpected freelance work. So much that, in fact, she has also begun her own photography business, Margaret Gravier Photo. “I’m already starting to see how that [early networking] worked to my advantage,” she says. “I’ve done photos and headshots for quite a few people, and if I needed something, I’d hope they’d help me out too! Also, I’ve been in a couple of art shows and have been meeting with studios in St. Louis. The ultimate goal is that St. Louis becomes too small for Maggie,” she says with a smile.

Maggie says it is important to utilize all available resources. Not only did she seek out and employ the expertise of Mindy Berkowitz in the School of Communications’ [Center for Portfolio Development and Internships](#), but she also reached out to the on-campus Writing Center, where she worked on revising her résumé and cover letter. During her credit-bearing internship at Webster, Maggie says she learned how to carry herself in a professional manner. “Communicating with others and knowing when to act a certain way is very important when leaving impressions,” she says. “For both online and in-person interactions, anyone you might work with should be left with great thoughts about you.”

**On growth**

It makes sense, in an industry that is constantly stretching and morphing, that students and young professionals should consider ways to effectively incorporate and convert social networking efforts into career opportunities. Moreover, it seems fitting that those in the communications business should want to be connected and interconnected as we move into future business models.

“The only way to keep up, or stay on top if it all, is to see what everyone else is doing,” says Maggie, “and then incorporate that into something that is unique to you and your company. There is no way to foresee where my industry will go from here, but it is very exciting to think about and be a part of it all.” Indeed it is, Maggie. We look forward to following your certain success!

**Check her out**

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