

2023

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WELCOME TO THE 2023 USC OWN IT SUMMIT

The annual USC OWN IT Leadership Summit bridges the gap between female and non-binary leaders of the 21st century and the students who'd like to join them.

Our summit is a place to celebrate the connections and ideas sparked when people's paths and identities intersect. And we cannot be more thrilled for you to be here with us today.

Our team of full-time students has worked diligently in coordinating this Summit together. We have dedicated countless hours to coordinating this Summit, and we believe you will create just as many meaningful memories today.

We sincerely hope you enjoy your OWN IT experience.





We've got a lot planned.

— 8:30 AM

Registration & Breakfast

Outside Bovard Auditorium: 3551 Trousdale Pkwy, Los Angeles

— 9:00 AM

Doors open

Bovard Auditorium

— 9:30 AM

Welcome Address

Bovard Auditorium

Vivian Wu
Executive Director

Jaina Jallow
Executive Director

— 9:45 AM

President's Address

Bovard Auditorium

Dr. Carol Folt

USC President

— 10:00 AM Sponsored by SWIMPACT

Pixels to People: Building Your Brand in the Digital Space

Bovard Auditorium

Gabriela Ulloa

Journalist & Host

Creator, Question Everything

Danielle Robay

Journalist & Host

Creator, Question Everything

Priscila Martinez

CEO & Founder, The Brand Agency

Elena Hansen

CEO & Founder, SWIM Social

Adjunct Professor, USC

Brittany Hampton

Fashion Designer, Stylist, & Influencer

Founder, Hampton Creative

— 10:35 AM

From Limitations to Innovations: Pioneering Inclusivity Across Industries

Bovard Auditorium

Shruthi Venkatachalam

Moderator | USC Dornsife Pre-Med Student
& USC OWN IT Advisor

Melody & Taysia Stein

Founders, MxT 2510

Keely Cat-Wells

Founder, C Talent

Founder, Making Space

Danielle Perez

Comedian, Actor, & Writer

— 11:10 AM

Morning Breakout Panels

THH or DMC — *Check email for confirmation*

— 11:40 AM

Lunch & Marketplace

Lunch & Vendor Marketplace — Alumni Park

Networking Marketplace — DMC Courtyard

— 1:15 PM

Afternoon Breakout Panels

THH or DMC — *Check email for confirmation*

— 1:50 PM

Performance

Bovard Auditorium

Ellie Williams

Singer-songwriter & USC Alum

— 2:20 PM

Making Faces, Making Waves: Beauty CEOs & Artists

Bovard Auditorium

Jasmine Sanders

Moderator | Journalist & Storyteller
Co-Host, The DL Hughley Show

Dionne Phillips

Celebrity Make-up Artist
Founder, D'Lashes

Amy Liu

CEO & Founder, Tower 28 Beauty

Wende Zomnir

Founder, Urban Decay & Caliray

— 2:55 PM

In the Limelight: A Journey Through Fame & Success

Bovard Auditorium

Christina Bellantoni

Moderator | Professor, Professional Practice
Director, USC Annenberg's Media Center

Sarah Jeffery

Actress, *Descendants* & *Shades of Blue*

B. Scott

Television Personality & Influencer

— 3:25 PM

Keynote Address: Patricia Bright

Bovard Auditorium

Tasha McCaskiel

Moderator | Creator, Black Girls in Media

Patricia Bright

YouTuber

Founder, The Break

— 4:00 PM

Closing Remarks & Raffle

Bovard Auditorium

Networking Reception (*until 5:00 PM*) — Outside of Bovard Auditorium

— 4:00 - 5:00 PM

Networking Reception

****Optional**** Outside Bovard Auditorium



**Thank you for owning it
with us today!**



OWN IT with our Mainstage Speakers.



KEYNOTE | YOUTUBER & FOUNDER, THE BREAK



Patricia Bright

Patricia Bright is a renowned beauty & luxury lifestyle digital creator, and finance entrepreneur. Beginning her career in 2010, Patricia has gained over 5M cross-platform dedicated followers through her financial advice, luxury fashion content, beauty & skincare tips, and business learnings.

Formerly an investment banker, Patricia is now the founder of The Break, a powerful financial literacy platform for millennials and Gen-Z that provides tools such as budgeting templates and planners.

KEYNOTE MODERATOR | CREATOR, BLACK GIRLS IN MEDIA



Tasha McCaskiel

Tasha McCaskiel is the founder of Black Girls in Media—a world-wide networking community for minority women in the media space that provides opportunities, events and much more. She also currently works at HBO Max on their social team here in Los Angeles.



USC PRESIDENT

Dr. Carol Folt

Dr. Carol Folt serves as the twelfth president of the University of Southern California. She is a highly experienced leader, internationally recognized life scientist, and award-winning teacher. In leading USC, Dr. Folt brings broad executive and leadership experience across the academy.



MODERATOR | JOURNALIST, WRITER, & HOST



Gabriela Ulloa

Born and raised in Miami, Florida, Gabriela Ulloa is a Cuban-American journalist, writer, and host. After launching her career at Architectural Digest as the Assistant to the Editor-in-Chief, Gabriela went on to center conversations surrounding change-makers, identity, Latinx culture, and style. She is also the co-host of Thoughts May Vary, a podcast living at the intersection of mental health, nuance, and community.

**JOURNALIST & HOST
CREATOR, QUESTION EVERYTHING**



Danielle Robay

Journalist, Danielle Robay (she/her) was noted by Forbes as a “game changer.” She is the creator of the podcast “PRETTYSMART,” best selling card game Question Everything, and host of E!’s “While You Were Streaming.” Known for her compelling questions, Danielle’s goal is to create a space for us to learn to live better through each other’s stories.

FOUNDER, SWIM SOCIAL & PROFESSOR, USC



Elena Hansen

Elena Hansen (she/her) has founded SWIM Social, a full-service social media agency, in 2015 and has since grown a highly skilled team and global client base. She graduated from the University of Washington studying New Media Strategy in Communications, is also an adjunct professor at the University of Southern California, teaching digital marketing and social media courses.

FOUNDER, THE BRAND AGENCY



Priscila Martinez

Priscila Martinez (she/her) is the founder and CEO of The Brand Agency and award-winning marketer whose firm services Fortune 500 clients and other household name brands. Named “Best Workplaces” by Inc. Magazine, her company specializes in navigating clients through the ever-changing media landscape.

FASHION DESIGNER, STYLIST, & INFLUENCER
FOUNDER, HAMPTON CREATIVE



Brittany Hampton

Brittany Hampton, a Creative Director from San Francisco, is celebrated for her work with Stockx, Jordan Brand, and Hennessy. Over the last three years, she curated Russell Westbrook's looks and served as Art Director for Honor The Gift. Hampton has also led styling campaigns and served as a correspondent for events like the Oscars, and Met Gala.

MAINSTAGE #2 | 10:35 - 11:00 AM

Navigating the Holistic Identity



MODERATOR | USC DORNSIFE PRE-MED STUDENT &
USC OWN IT ADVISOR



Shruthi Venkatachalam

Shruthi is a senior at USC, studying Health and Human Sciences on the pre-med track. She has held multiple leadership positions including Director of DEI of USC Helenes, one of the oldest service and spirit organizations on campus and previous co-executive director of USC OWN IT. Shruthi is also involved in ethnic minority mental health research on campus. She hopes to translate these experiences into her career in medicine, providing culturally informed and accessible care.

PRODUCER, DIRECTOR & PODCAST HOST



Danielle Perez

Danielle Perez is a 2021 Just For Laughs New Face, comedian, actor, and writer based in Los Angeles. Known for winning a treadmill on The Price Is Right, she's opened for comedians like Maria Bamford and Nicole Byer. Danielle has recurring roles in shows like WITH LOVE and CURB YOUR ENTHUSIASM, and she's set to appear in SPIDER-MAN: ACROSS THE SPIDER-VERSE.

CO-FOUNDER, MXT 2510



Melody Stein

Melody Stein, a third-generation business owner from Hong Kong, holds a Hospitality Management degree. In 2021, Melody launched MxT 2510, a sustainable clothing brand, with her daughter Taysia. In 2023, the family opened a ghost kitchen with pi00a, a Neapolitan pizzeria, and panino mano, an East & Italian-inspired sandwich shop.

FOUNDER, C TALENT
FOUNDER, MAKING SPACE



Keely Cat-Wells

Keely (she/her) founded C Talent, an award-winning talent management company representing disabled talent. Under her leadership, the agency's roster reached over 50 million followers, including Academy Award and Emmy nominees. In 2022, C Talent marked a significant milestone by being acquired by a creator marketing company, further advancing disability representation.

MAINSTAGE #3 | 2:20 - 2:50 PM

Beauty In Your Own Self



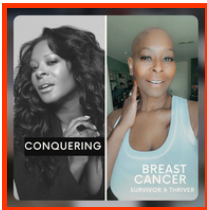
MODERATOR | JOURNALIST & STORYTELLER
CO-HOST, THE DL HUGHLEY SHOW



Jasmine Sanders

Jasmine Sanders is a self-proclaimed media maven known for her commanding voice, warm spirit, and infectious personality. Ranked in the Top 3 of nationally-syndicated Black female personalities, Jasmine is one of the co-hosts of The DL Hughley Show.

CELEBRITY MAKE-UP ARTIST
FOUNDER, D'LASHES



Dionne Phillips

Dionne Phillips (she/her), Hollywood's expert in eyelash extensions, caters to A-listers like Victoria Beckham and Naomi Campbell. As a licensed esthetician, her results-driven approach and clientele, including Renee Zellweger and Viola Davis, showcase her effectiveness in the beauty industry.

CEO & FOUNDER, TOWER 28 BEAUTY



Amy Liu

Amy Liu (she/her) a former beauty executive with 15+ years of experience, founded Tower 28—a 100% clean, vegan beauty brand for all skin tones and types. It's the first brand free of all known skin irritants, rigorously tested by dermatologists, and follows National Eczema Association guidelines.

FOUNDER, URBAN DECAY & CALIRAY



Wende Zomnir

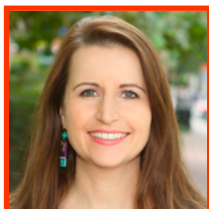
Wende Zomnir (she/her), a beauty industry pioneer, co-founded Urban Decay with Cisco Systems founder Sandy Lerner in 1996. From her Laguna Beach bungalow, she revolutionized the industry by transforming makeup from an exclusive concept to an all-inclusive celebration of empowerment and self-expression.

MAINSTAGE #4 | 2:55 - 3:20 PM

Embracing Fame For Good



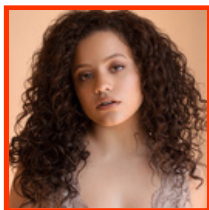
MODERATOR | PROFESSOR & DIRECTOR, USC
ANNENBERG'S MEDIA CENTER



Christina Bellantoni

Christina Bellantoni is a professor of professional practice, the director of USC Annenberg's Media Center and the Annenberg Center on Communication Leadership and Policy faculty fellow. She also is a contributing editor with the independent nonprofit newsroom The 19th News, which focuses on gender, politics, and policy.

ACTRESS, DISNEY'S *DESCENDANTS*, NBC'S *SHADES OF BLUE*, & THE CW'S *CHARMED*



Sarah Jeffery

Sarah Jeffery (she/her) is an up and coming actress who has quietly amassed a body of work that encompasses both tv and film. Jeffery booked her first role in the Cartoon Network pilot *ALIENS IN THE HOUSE* directed by Peter DeLuise. Sarah is most known for her roles in *Descendants*, *Charmed*, and *Shades of Blue*.

MEDIA MOGUL & T.V. PERSONALITY



B. Scott

B. Scott (they/them) is a renowned television personality, trusted celebrity news source, and media brand that serves up pop culture, entertainment news, and gossip that is hot, cold, and served with honey, sugar, or spiked.

→ Remember to check your email,
including spam, for which breakout
panels you're assigned to.

— 11:10 - 11:40 AM

Morning Breakout Panels

01. BUILDING A BETTER FUTURE: LEADERS IN STEM — THH 116

Ashima Sharma
Marissa Alvarez
Rachel Morford

Founder, Dreami
Software Engineer, Northrop Grumman
Principal Director, The Aerospace Corporation

02. ART ALCHEMY: A FUSION OF PHOTOGRAPHY, MUSIC, AND DESIGN — THH 212

Dana Buolos
Jasmine Solano
PhePhe Rose
Jasmine Jackson

Director & Photographer
DJ, Digital Host, Cultural Organizer, & Creative Entrepreneur
CEO & Multi-disciplinary Designer, Brush Up Your Space
Storyboard Artist

03. SAVVY WITH SOCIAL: EXPERTS IN THE DIGITAL AGE — THH 102

Evelyn Zhang
Priya Mukhedkar
Angelica Song

Lead of Entertainment, Public Figure, & Creator Team, TikTok
Senior Vice President of Consumer Products, Paramount
Influencer & Influencer Marketing, YouTube

04. MINDING THE BUSINESS: CAREERS IN CONSULTING — DMC 150

Cory Welsh
Sanika Sahasrabudhe
Caroline Liu

Career Coach, LinkedIn
Business Analyst, McKinsey
Associate, McKinsey

05. THE POWER OF PROSE: CELEBRATING STORYTELLING — THH 208

Tensie Taylor
Kiara Imani
Sheila Yasmin Marikar

Best-selling Author, Bullied From Terror to Triumph: My Survival Story
Best-selling Author, Therapy Isn't Just For White People
Co-Founder, LikeU
Author, FRIENDS IN NAPA & The Goddess Effect: A Novel

06. PRIORITIZING THE SELF: THE WORLD OF WELLNESS — DMC 156

Marcella Graham
Paige Lindgren
Elaine Cheng

Wellness Influencer & Founder, The Root Remedy
Wellness Influencer & Certified Hormone Specialist
CEO & Co-Founder, Disco

07. EMPOWERED WOMEN EMPOWER: COMMUNITY BUILDING — THH 114

Kylie Schuyler
Nickie Smith
Marnie Knight

Executive Board Chair & Founder, Global GLOW
(Girls Leading Our World)
President & Co-Founder, Be Bold for Change
CEO & Founder, Devvlo

08. BEYOND THE SCOREBOARD: GAME CHANGERS IN SPORTS – DMC 203

Chloe Barker
Simone Jackson

National Snowboard Champion & Student, USC Roski
Soccer Athlete & Student, USC Marshall

09. SUSTAINABILITY IS NOW: NO PLANET B – DMC 201

Ethel G. Rubio
Noemi L. Perez

Construction Management Consultant & Sustainability Professional
President & CEO, ECODiversity Strategies

– 1:15 - 1:45 PM

Afternoon Breakout Panels

10. TECH TRAILBLAZERS: PIONEERING DIGITAL INNOVATIONS – THH 116

Shirin Nikaein
Elaine Cheng

CEO & Co-Founder, Upful.ai
CEO & Co-Founder, Disco

11. LEARNING NEVER STOPS: EDUCATION FOR IMPACTFUL CHANGE – THH 212

Dr. Caroline Heldman

Angeles Echols Brown
Amanda Hollowell

Executive Director, The Representation Project
Chair of the Critical Theory & Social Justice Dept, Occidental College
Presidential Lifetime Achievement Award in Education Recipient & Educator
Managing Director of National Organizing, When We All Vote

12. CRAFTING CONNECTIONS: PUBLIC RELATIONS AND EVENTS – THH 102

Whitney Cinkala
Angela Alvarez

Senior Brand Manager, Variety
Executive Vice President, Zeno Group

13. MONEY MOVES: NAVIGATING THE FINANCE INDUSTRY – DMC 205

Braycy Moran
Allison T. Krause
Anna Fedosova
Archana “Archie” Chattha

Assistant Vice President of Institutional Asset Management, PNC Bank
Private Banker, J.P. Morgan Private Bank
Chief Fiduciary Officer, Sunstone Trust Company
Partner, VSC

14. LIGHTS, CAMERA, ACTION: ENTERTAINMENT & FILM WRITING – THH 208

Khadija J. Roane
Ginna Carter
Alysha Menakaya

Writer, Director, & Producer
Lead Performance Award Winner, Actress, & Playwright
Filmmaker & Writer's Assistant, Grown-ish

15. AT THE FOREFRONT OF HEALTHCARE: CARE FOR ALL – DMC 261

Dr. Courtney Voelker

Dr. Sandra Salazar

Director of Otolaryngology/Neurotology-Lateral Skull Base Surgery,
Pacific Neuroscience Institute
Family Physician & Board of Trustees, Cerritos Community College

16. TURNING PASSION INTO PROFIT: CREATIVE ENTREPRENEURSHIP – THH 114

Marissa Stahl
Brianna Via

Actress & Founder, Cherry Creative
Founder & Influencer, BRIAVIA

17. ADVOCATES FOR JUSTICE: PUBLIC POLICY AND LAW – THH 119

Demetria Graves
Jasmine Horton
Shari Davis

Attorney, The Graves Law Firm
Attorney, GBG LLP
Co-Director, Santa Monica College Public Policy Institute
Professor, Santa Monica College

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be possible without our incredible
partners who support our cause.

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Cheers to our amazing local businesses and student businesses for being a part of our Vendor Marketplace.

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Emma Fong • The Pleasure Gap



MEET THE 2023 USC OWN IT TEAM

EXECUTIVES

Vivian Wu
Executive Director

Jaina Jallow
Executive Director

FINANCE

Aileen Ho
Finance Director

SPEAKERS

Luisa Koenig
Speakers Director

LOGISTICS

Madeline Cheng
Logistics Director

MARKETING

Emily Kwok
Marketing Director

Stephanie Gomez

Finance Assistant

Elande Abate

Speakers Director

Khris Gonzalez

Logistics Director

Jazmyne Aquino

Marketing Assistant

Rachita Jain
Finance Assistant

Natalie Lopez
Speakers Assistant

Malini Pandey
Logistics Assistant

DEI
Soulenne Githumbi
DEI Director

ADVISORS

Queenie Tu
Advisor

Cathy Liu
Speakers Assistant

Indira Escobar
Logistics Assistant

Erika Chagin
DEI Assistant

CREATIVE

Christina Wu
Creative Director

Amirta Srinivas
DEI Assistant

Jakarta Robinson

Advisor

The USC OWN IT team is grateful for your attendance in showing your commitment towards similar values and visions. Whether this is your first time or your nth time at OWN IT, we appreciate you for joining us.

We hope you leave today's Summit with a bright smile on your face, new contacts in your phone, and an energized attitude towards your future.

Until the next time we meet, keep owning it.



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