

DIANE HUTH, MA MBA



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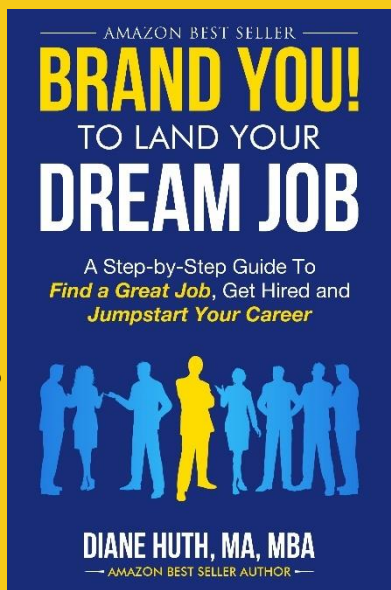
Career Coach

Brand Marketing Expert
Professor of Marketing at
Texas A&M SA and UIW

Diane has worked in marketing and branding for more than 30 years with household name companies like Johnson & Johnson, CBS, Nestle and Frito-Lay.

When she started teaching marketing and branding at UIW and Texas A&M San Antonio, she soon realized that schools don't really teach the most important secrets to becoming successful – including how to find a great job.

So she wrote her new book **BRAND YOU! To Land Your Dream Job** to teach her students – and everyone with ambition – how to find a great job, get hired fast, and jumpstart their careers.



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3 Million New College Grads But Will They Have Jobs?

Each year, more than 3 million college students will walk the stage at graduation. But if they follow national trends, only 20% will have new professional jobs when they receive their diplomas. In fact, more than 20% of college grads are unemployed or underemployed a year after graduation – like the 48% of Uber drivers who have college degrees! The job search market has changed dramatically due to technology, and job seekers of all ages need to develop new skills to succeed.

5 COLLEGE STUDENT STORY IDEAS

1. 4-year universities will graduate 3 million degree-holders – but will they have jobs?
2. The average grad faces the specter of \$37,000 of student loans – how will they pay them off?
3. The 5 Best Gifts for New Grads for Under \$20
4. October is the best hiring month for hiring college seniors – but do they have their job hunting tools ready?
5. Half of all jobs are never posted online – what are the secrets to network your way to those hidden jobs?

4 CONTROVERTIAL TOPICS

1. Are schools preparing students adequately for job search success?
2. Should I study for a trade rather than an academic degree?
3. Online vs. on-campus classes – what are pros and cons?
4. Internships are important – but paid vs. unpaid?

Media Experience

Throughout her career, Diane has served as the company spokesperson for many of these companies. She currently speaks at conferences, conventions, and teaches workshops. Past media appearances include features on CNN, FOX News, Richard Simmons, Telemundo and Univision, as well as TV programs in Brazil, Portugal and Mexico. She speak fluent Spanish and Portuguese. Her book is also available in Spanish.

