



“ ...enhance the standard around me, challenge the facts that are given, and expand upon ideas all in an effort to promote a positive message.”

- Eljay Feuerman

What is your mission statement?

Inspire the creation of positivity- to enhance the standard around me, challenge the facts that are given, and expand upon ideas all in an effort to promote a positive message. Prompting a dynamic of conversation that stimulates thought and creativity.

As a goal oriented individual how have you developed discipline?

I've been practicing Taekwondo for 15 yrs. I've had a lot of successes: earning a 4th degree black belt, training at the Olympic Center, competing in the US Open, and teaching seminars in Seoul.

But you know what... I realized that was not what I wanted to do. Taekwondo is still a part of my life but I decided to travel and study, that's how I fell in love with advertising.

What sparked your interest in advertising?

I studied at Yonsei University in Seoul. I'll never forget this one class, International Marketing, because not one student was from the same country. Our discussions about international Ad campaigns stemmed from first hand experiences. That class was actually taught by the students, I learned more from my classmates than from any professor.

After moving back to the United States I realized advertising fit me, it gave me the perfect juxtaposition between creativity and business.

What experience do you have in advertising?

I put myself through school by working in a small digital agency in Connecticut. Once I graduated from Western Connecticut State University with a degree in Marketing Communications, I received the opportunity to work with the brand strategy team at McCann NY.

After working at McCann NY for the summer, I began collaborating with the National Millennial Community to continue the mission to change the conversation about the millennial generation.