

LISA HOPPENJANS

Rangers to Pacers: Lisa's Journey to Indianapolis

Graduate: Class of 2000 Occupation: Advertising Account Executive
By Brittany Daunhauer, Spring 2010

When searching for a career, Lisa Hoppenjans could not help but follow her heart. When doing this, only one item came to her mind-sports. Basketball has become a great heart throb for her. This interest has also led her to where she is today.

A 2000 graduate of Forest Park, Lisa participated in many activities during high school: Beta Club, National Honor Society, and basketball. Being involved in many extracurricular activities, she has learned how to manage her time and have a diverse group of friends. During her senior year, Lisa went to state for basketball where she earned the State Mental Attitude Award. Another highlight from high school included traveling to Germany, Austria, and Switzerland on the German class trip. Lisa also graduated in the top ten percent of her class and received the Advanced Scholar Diploma.

After high school, Lisa attended Ball State University. She majored in marketing and sports administration. With a double major, she states, "I felt this combination gave me the perfect balance of something that would be easier to obtain a dependable job in [marketing], while allowing me to still pursue a strong interest of mine that followed my heart more [sports administration]." To pursue her career in sports administration, Lisa interned for Hoop-It-Up National 3-on-3 Basketball Tour in Dallas, Texas, while attending BSU. She was named Senior-of-the-Year in sports administration. Lisa graduated magna cum laude in 2004 with a bachelor's degree.

Currently, Lisa resides in Indianapolis, Indiana, where she works for Publicis. She has been employed there for over three years now. Before going to Publicis, Lisa worked at Bandy Carrol Hellige Advertising in Indianapolis for about a year. At Publicis, she works as a senior advertising account executive.

In advertising, Lisa always has a deadline to meet, making the workday tremendously fast-paced; therefore, she has to keep a positive attitude and be flexible with her time. Lisa's job in account service has many duties: project management, strategy development, day-to-day contact with the client, presenting campaigns, writing presentations, and leading the entire account team. Her clients at Publicis include the Indiana Pacers, United States Hockey League, Indiana Fever, and Marsh

Supermarkets. Having the Pacers and Fever as her clients, Lisa attained her goal of sports administration. All of her long hours pay off when she sees her work on billboards and television.

One of Lisa's post high school highlights includes traveling. Recently, she traveled to Chapel Hill, North Carolina where she attended the Duke vs. North Carolina basketball game. After college, Lisa also received promotions in both jobs. She has become the go-to person in her agency when Publicis wants to pursue new sports marketing clients. One of Lisa's advertising campaigns also won a national advertising award.

Lisa worked vigorously through high school and college to achieve her goals. She chose a career which allows her to enjoy herself everyday. She encourages current Forest Park students by saying, "Quit always looking around the corner to something positive you think may happen with your career and instead be proactive and make it happen now. Someone will beat you out of it otherwise."