

# Leadership Development Plan

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## 1: Goal Field

*In 3-5 sentences, explain your goal field/job.*

My goal job after college is to work as a social media manager. In this job, I will be responsible for managing a person or company's social media pages. This is an increasingly popular field as many businesses begin selling or promoting their products and services on social media.

## 2: Assessment of Goal Field

*For each section below, provide 3-5 bullet points with short explanation*

<p>Personal attributes necessary to be successful in goal field:</p>	<ul style="list-style-type: none"> <li>• Self-motivated               <ul style="list-style-type: none"> <li>○ Oftentimes in this field, individuals may become freelance social media marketers. If you work as a freelance marketer, you need to be motivated enough to get your tasks done and work efficiently for your clients. Even if you do not work as a freelance marketer, it is important to remain self-motivated as you are likely to play a role in an organization where you are responsible for specific clients.</li> </ul> </li> <li>• Customer-oriented               <ul style="list-style-type: none"> <li>○ As a social media manager, you need to be devoted to your customer and their wants and needs. If you keep the customer's goals in mind, it will help you achieve better results.</li> </ul> </li> <li>• Socially-aware               <ul style="list-style-type: none"> <li>○ Since a big part of social media is remaining up-to-date on current trends and social patterns, it is important for a social media manager to be socially-aware of what is occurring in the media.</li> </ul> </li> </ul>
<p>Skills necessary to be successful in goal field:</p>	<ul style="list-style-type: none"> <li>• Communication               <ul style="list-style-type: none"> <li>○ As a social media manager, a big portion of this career is communicating with both clients and audiences. Having communication skills will allow social media managers to be more successful as they can better communicate with audiences and clients to find out their goals.</li> </ul> </li> <li>• Copywriting skills               <ul style="list-style-type: none"> <li>○ With social media management, a big portion of the career is creating content that will appeal to audiences. In order to appeal to specific audiences, a social media manager needs to know</li> </ul> </li> </ul>

	<p>how to copywrite effectively and efficiently.</p> <ul style="list-style-type: none"> <li>• Creativity <ul style="list-style-type: none"> <li>○ As a social media manager, it is important to be creative, so you can come up with new and exciting content to keep audiences engaged. Not only that, but creativity helps social media managers avoid “content blocks” that may arise when constantly coming up with new content.</li> </ul> </li> <li>• Data analysis <ul style="list-style-type: none"> <li>○ In the field of social media, it is important to analyze data so you can see how certain posts are performing. Not only that, but as a social media manager, you need to be able to analyze data and trends to try and improve the insights on the content you are creating.</li> </ul> </li> </ul>
<p>Base requirements for field (i.e. degrees, internship experience, etc.)</p>	<ul style="list-style-type: none"> <li>• Bachelor’s degree in a communications or a related field <ul style="list-style-type: none"> <li>○ Since social media management is a relatively new career path, there are not many universities that offer this as a manager. Therefore, most organizations would be comfortable with a degree in communications or a related field.</li> </ul> </li> <li>• Internship experience <ul style="list-style-type: none"> <li>○ Since, as previously stated, this is a relatively new career field, organizations value experience such as with internships.</li> </ul> </li> <li>• Understanding of social media platforms <ul style="list-style-type: none"> <li>○ A basic requirement as a social media manager is to have an understanding of social media platforms and the way each function. It would be nearly impossible for a person in this industry to succeed without having an understanding of the advantages and disadvantages of each platform.</li> </ul> </li> </ul>

<b>3: Progress Toward Field</b>	
<p style="text-align: center;"><b>Benchmarks</b> <i>For each section below, simply list relevant information</i></p>	
<p>Graduation</p>	<p>Expected Graduation Date: January 2023</p> <p>Degrees to Be Earned:</p> <ul style="list-style-type: none"> <li>• Bachelor of Arts in Journalism and Media Studies</li> <li>• Bachelor of Arts in Communications with a Specialization in Strategic Public Communication and Public Relations</li> <li>• Minor in Digital Communication, Information, and Media</li> </ul>

Internships/Work Experience	<ul style="list-style-type: none"> <li>• Social Media Intern for Ocean International Training Academy <ul style="list-style-type: none"> <li>○ April 2021 - Present</li> </ul> </li> <li>• Administrative Assistant for Brown &amp; Brown Insurance <ul style="list-style-type: none"> <li>○ September 2020 – Present</li> </ul> </li> <li>• Freelance Website Designer <ul style="list-style-type: none"> <li>○ March 2019 - Present</li> </ul> </li> <li>• Social Media Marketing Manager for SERVPRO of Fort Lee <ul style="list-style-type: none"> <li>○ November 2014 – March 2020</li> </ul> </li> </ul>
<b>Formal Development</b> <i>For each section below, simply list relevant information</i>	
Relevant Coursework	<ul style="list-style-type: none"> <li>• Strategic Presentation Methods in Digital Media</li> <li>• Introduction to Media</li> <li>• Introduction to Communication and Information Processes</li> <li>• Structure of Information</li> <li>• Media Ethics and Law</li> <li>• Virtual Team Dynamics</li> <li>• Public Information and Public Relations</li> <li>• Leadership in Digital Contexts</li> </ul>
Certification Programs (if any)	<ul style="list-style-type: none"> <li>• N/A</li> </ul>
Awards Earned (if any)	<ul style="list-style-type: none"> <li>• Made the Dean’s List for four semesters.</li> </ul>
<b>Informal Development</b> <i>For each section below, simply list relevant information</i>	
Informal tasks related to progress towards professional goals	<ul style="list-style-type: none"> <li>• Facebook Ads Training <ul style="list-style-type: none"> <li>○ Learned how to utilize Facebook Business Manager to create custom audiences and ad campaigns for both Facebook and Instagram.</li> </ul> </li> </ul>

<b>4: Self-Assessment: Where I Am Now</b>	
<b>Strengths</b>	
<i>For each section below, provide 2-3 bullet points with short explanation</i>	
Personal	<ul style="list-style-type: none"> <li>• Character, Personal Values, &amp; Ethics               <ul style="list-style-type: none"> <li>○ Since I was young, I feel as though I have held myself to certain personal standards that have translated into my professional life. To me, my work and how I present myself is representative of who I am as a person, so I always try and act ethically and uphold my values.</li> </ul> </li> <li>• Cognitive Ability &amp; Creativity               <ul style="list-style-type: none"> <li>○ Being that I have worked in the social media industry for quite a few years now, I have been able to offer insight into what may be successful and what may not be. Not only that, but my imagination and creativity has allowed me to come up with engaging content to promote brands and companies.</li> </ul> </li> <li>• High Standards               <ul style="list-style-type: none"> <li>○ I have always held myself to high standards and I always encourage those around me to as well. For me, I always put my best foot forward and give one hundred percent effort to whatever task I am trying to complete.</li> </ul> </li> </ul>
Organizational	<ul style="list-style-type: none"> <li>• Vision-Setting, Strategy Development, Goal-Setting               <ul style="list-style-type: none"> <li>○ Since I have worked in the social media industry, I have successfully been able to provide my employers and my clients with specific goals that provide us with a sense of direction. In this industry specifically, it is important to constantly have visions, strategies, and goals so you are constantly improving rather than remaining stagnant.</li> </ul> </li> <li>• Technological Capability               <ul style="list-style-type: none"> <li>○ I have always been technologically advanced and the go-to for all things tech between my friends and families. Since I am so technologically efficient, it has allowed me to understand the best software and platforms to communicate and promote media on.</li> </ul> </li> <li>• Collaborative Decision Making &amp; Empowerment               <ul style="list-style-type: none"> <li>○ Although I know what will perform well and what will not in terms of social media, it is always beneficial to hear other perspectives when trying</li> </ul> </li> </ul>

	<p>to make a decision. When working on a team or with a client, I always like to hear thoughts from other individuals as it may provide an alternative plan or solution that will end up being better than my initial ideas.</p>
Analytical	<ul style="list-style-type: none"> <li>• Problem-Definition <ul style="list-style-type: none"> <li>○ Since I have held many leadership roles throughout my life, especially in extracurricular activities, I have learned how to successfully and easily identify problems as they arise. This has translated into my professional life and my experience in the past as a social media manager has only improved my ability to identify problems.</li> </ul> </li> <li>• Stakeholder Analysis <ul style="list-style-type: none"> <li>○ As a social media manager, the money you spend on ad campaigns and other content comes out of the client's budget and pocket, not your own. Since I have worked in this industry for a few years, I have learned to always keep this in mind and make decisions as if I was spending the money myself.</li> </ul> </li> <li>• Problem Solving <ul style="list-style-type: none"> <li>○ While I am competent at defining problems, I am also competent at solving them as well. My ability to take an analytic approach, break down a problem, and come up with a reasonable solution has made me an efficient and successful problem solver both personally and professionally.</li> </ul> </li> </ul>
Communication	<ul style="list-style-type: none"> <li>• Interpersonal &amp; Group Relations, &amp; Team Building <ul style="list-style-type: none"> <li>○ One of my biggest strengths is my ability to effectively create interpersonal relationships, especially in groups and teams. I pride myself on being able to relate to others and creating a relationship with them by learning and taking interest in them and their lives.</li> </ul> </li> <li>• Listening, Attention, Questioning, &amp; Learning <ul style="list-style-type: none"> <li>○ When people are communicating, I always like to make sure I am attentive to what is being said. I make sure they know they are being heard and when appropriate, ask questions so I can learn more about them or their company.</li> </ul> </li> </ul>
Positional	<ul style="list-style-type: none"> <li>• Experience <ul style="list-style-type: none"> <li>○ As previously mentioned, I have a variety of experience in the field of social media</li> </ul> </li> </ul>

	<p>management. I have worked with multiple different companies over the years, and this has allowed me to learn a lot about the field.</p> <ul style="list-style-type: none"> <li>• Knowledge of Field <ul style="list-style-type: none"> <li>○ Since I am still young and pretty involved in social media, I am extremely knowledgeable about the field. My age combined with my experience has made me extremely informed on what is needed to be successful in this industry.</li> </ul> </li> <li>• Familiarity with Work <ul style="list-style-type: none"> <li>○ Since many clients have similar goals in mind when it comes to social media, I am extremely familiar with the work involved in the industry. From creating unique Instagram stories to running Facebook Ads campaigns, I have done many of the tasks specific to this field.</li> </ul> </li> </ul>
<p><b>Weaknesses</b>  <i>For each section below, provide 2-3 bullet points with short explanation</i></p>	
Personal	<ul style="list-style-type: none"> <li>• Self-Discipline &amp; Self-Confidence <ul style="list-style-type: none"> <li>○ While I would like to say I am fairly disciplined, I oftentimes lack confidence in myself and my abilities. In this industry, I know it is important to remain confident in myself and the content that I am creating.</li> </ul> </li> <li>• Role Modeling <ul style="list-style-type: none"> <li>○ Since I am so young, it is hard for me to believe that I am a role model to anyone. While some may look for me to guidance on certain tasks or projects, I think I need to work on modeling important behaviors and beliefs that others should uphold as well.</li> </ul> </li> </ul>
Organizational	<ul style="list-style-type: none"> <li>• Management &amp; Supervision <ul style="list-style-type: none"> <li>○ Since I have never really been in a position where I am in charge of others, I definitely need to work on my management and supervision skills. As a social media manager, I need to be confident in my leadership skills overseeing both myself and those on my team.</li> </ul> </li> <li>• Teaching &amp; Coaching <ul style="list-style-type: none"> <li>○ Like management and supervision, I am not very strong when it comes to teaching and coaching others. I often become impatient and would rather complete a task myself instead of teaching others</li> </ul> </li> </ul>

	<p>how to get it done. Moving forward, I want to work on showing people how to complete a task and allowing them the opportunity to learn instead of simply completing it myself.</p>
Analytical	<ul style="list-style-type: none"> <li>• Self-Assessment <ul style="list-style-type: none"> <li>○ Oftentimes, I find it hard to analyze my own thoughts, emotions, and reactions. I like to ignore certain indicators and never want to try and find out the root of certain problems. In the future, I want to start taking these thoughts and emotions and trying to attach a reason for why I am thinking that way.</li> </ul> </li> <li>• System, Organization, Situational Analysis <ul style="list-style-type: none"> <li>○ Sometimes, I forget that there is both a short-term and a long-term involved in decision making. While one decision may be suitable for now, it may be detrimental down the road. Going forward, I want to try and be more conscious of how my decisions will affect myself and clients in both the short-term and the long-term.</li> </ul> </li> </ul>
Communication	<ul style="list-style-type: none"> <li>• Facilitation, Negotiation, and Conflict Resolution <ul style="list-style-type: none"> <li>○ While I am fairly competent at conflict resolution, I often find myself avoiding it and the discussion of potentially conflicting ideas. I get extremely awkward and hate the idea of confrontation, so I like to avoid it if I can. This is something I would like to improve upon as it is impossible to avoid and will overall help me become a more competent communicator.</li> </ul> </li> <li>• Influence &amp; Persuasion <ul style="list-style-type: none"> <li>○ In social media, influence plays a big role in how audiences interact with specific content. As I continue in this field, I hope to gain a better understanding of how to utilize both influence and persuasion to my advantage in order to achieve a desired goal.</li> </ul> </li> </ul>
Positional	<ul style="list-style-type: none"> <li>• Education <ul style="list-style-type: none"> <li>○ Since this field is still fairly new, there have not been many formal educational experiences that I have been exposed to, especially in my time here at Rutgers. While I have taken courses that will help me in the long-run, I want to take courses solely devoted to social media marketing and</li> </ul> </li> </ul>

	<p>management.</p> <ul style="list-style-type: none"> <li>• Knowledge of Organization <ul style="list-style-type: none"> <li>○ In social media marketing, I have done work for a variety of different industries. While I have knowledge of the field, I do not have the knowledge of every organization I have worked with. Going forward, when working with a new client, I want to conduct background research to ensure I am appealing to their specific audience.</li> </ul> </li> </ul>
<b>Core Values</b>	
<i>For each section below, provide your definition of each of your core values from your Core Values assignment</i>	
Value 1: Family	Family is a foundation that you can count on to support you when needed and vice versa.
Value 2: Happiness	Happiness is the state of mind where I am content with my personal and professional life decisions.
Value 3: Authenticity	Presenting your true self to the world, including the good, the bad, and the ugly.
Value 4: Influence	The impact and effect someone has, both in person and in an online environment. Regarding social media specifically, it is the power a user has through the content they publish.
Value 5: Success	My ability to get a task done and be proud of the work that I completed.
<b>Your Online Persona</b>	
<i>For each section below, analyze your professional persona in these spaces in 3-5 sentences</i>	
Social Media	Since this field in social media management is heavily focused in online presence, I like to maintain a line between my personal and professional personas online. I utilize Instagram and Facebook, for example, to publish my personal life to family and close friends. On the other hand, I utilize LinkedIn to connect with professional colleagues and network with potential peers. Having this separation allows me to establish an online presence while keeping my personal and professional lives separate and appropriate on these platforms.
Websites (if any)	When I was applying for my current internship with Ocean International Training Academy, I decided to create a <a href="#">website</a> to be viewed as an online portfolio. This website main purpose was to be viewed in a professional manner and to highlight my past work. However, I also decided to include an "About Me" section to make my persona a bit more personal for potential employers. This is a very basic "About Me" section but it helps bridge the gap between professional and personal while still being appropriate.
Google Search	Based on a Google search, I present a professional impression to those who may be searching for me. When googling my name,



	the articles that I have written for <i>The Daily Targum</i> are the first things to appear. After the articles, you can see links to each of my individual social media pages. While most of these personal pages are private, if the pages are public, they contain only appropriate pictures that would give a glimpse into my personal life.
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<b>5. Personal &amp; Professional Goals</b>				
<b>Personal Goals</b>				
<i>For each section, please describe 1 SMART goal, as well as 3 action steps, 1-2 obstacles, and useful networks/information to work towards connecting with</i>				
<i>Goal Length</i>	<i>Goal</i>	<i>Action Steps</i>	<i>Possible Obstacles</i>	<i>Networks</i>
<b>Short-Term (6-12 months)</b>	Improve my mental health and become more motivated.	<ol style="list-style-type: none"> <li>1. Make a daily checklist to hold myself accountable.</li> <li>2. Practice healthy activities for my mind and body such as exercising and eating healthy.</li> <li>3. Making sure I devote time to working and relaxing.</li> </ol>	<ul style="list-style-type: none"> <li>• Another semester of online learning.</li> <li>• Lack of consistency in my everyday life.</li> </ul>	<ul style="list-style-type: none"> <li>• The app Google Keep will allow me to make daily checklists and ensure that I accomplish what I need to in a day.</li> </ul>
<b>Mid-Term (1-3 years)</b>	Finish my undergraduate studies by January 2023 and graduate cum laude.	<ol style="list-style-type: none"> <li>1. Continue devoting time to homework and studying.</li> <li>2. Take summer classes.</li> <li>3. If I am struggling, reach out to my professors and attend office hours.</li> </ol>	<ul style="list-style-type: none"> <li>• Another semester of online learning may impact my grade point average since I find it a more difficult learning environment.</li> <li>• I may find myself burnt out by completing</li> </ul>	<ul style="list-style-type: none"> <li>• I will utilize the resources provided by Rutgers and my professors to reach out if I am struggling or need assistance with my curriculum.</li> </ul>

			such a heavy coursework over the next year.	
<b>Long-Term (3 years +)</b>	Move out of my parents' house and buy my own home.	<ol style="list-style-type: none"> <li>1. Meet with a financial planner.</li> <li>2. Minimize unnecessary expenses such as food delivery.</li> <li>3. Obtain a full-time paid position.</li> </ol>	<ul style="list-style-type: none"> <li>• The housing market may fluctuate, and the prices of homes may increase out of my budget.</li> <li>• I may need to use my savings if a personal unexpected life event occurs.</li> </ul>	<ul style="list-style-type: none"> <li>• A financial planner through a company such as Fidelity will help me plan for my future.</li> </ul>
<b>Professional Goals</b>				
<i>For each section, please describe 1 SMART goal, as well as 3 action steps, 1-2 obstacles, and useful networks/information to work towards connecting with</i>				
<i>Goal Length</i>	<i>Goal</i>	<i>Action Steps</i>	<i>Possible Obstacles</i>	<i>Networks</i>
<b>Short-Term (6-12 months)</b>	Get 2,000 new leads into the mailing list for my current internship with Ocean International Training Academy	<ol style="list-style-type: none"> <li>1. Create a new Facebook ad campaign featuring new copy and video content</li> <li>2. Utilize affiliate marketing to increase reach</li> <li>3. Promote exclusive coupons on social media that are available to those only in the mailing list</li> </ol>	<ul style="list-style-type: none"> <li>• The new ad campaign may not be as well-received as a previous campaign</li> <li>• Affiliates may not be actively promoting the company</li> </ul>	<ul style="list-style-type: none"> <li>• Social media platforms such as Facebook and Instagram</li> </ul>

<p><b>Mid-Term (1-3 years)</b></p>	<p>Obtain a full-time paid social media position with Ocean International Training Academy</p>	<p>1. Help them expand internationally, specifically through social media. 2. Have a meeting with my current supervisors and analyze my success thus far. 3. Provide a plan of action moving forward for their continued success.</p>	<ul style="list-style-type: none"> <li>• If Ocean International Training Academy decides not to expand, my position may be unnecessary.</li> <li>• If I am offered a full-time position at another company that is more established, I may have to leave Ocean International Training Academy behind.</li> </ul>	<ul style="list-style-type: none"> <li>• I will continue utilizing the current social media platforms so I can increase brand awareness and ultimately revenue.</li> <li>• I will also utilize LinkedIn so that potential employers can see my resume and experiences if need be.</li> </ul>
<p><b>Long-Term (3 years +)</b></p>	<p>Open my own social media management firm with a team of social media experts.</p>	<p>1. Continue working in social media. 2. Save at least \$5,000 to get my business started. 3. Network with industry professionals and peers who may want to join my firm.</p>	<ul style="list-style-type: none"> <li>• Finding a team of people who I trust to join my firm.</li> <li>• Finding potential clients, coming up with capital, and all the typical obstacles associated with starting your own business.</li> </ul>	<ul style="list-style-type: none"> <li>• I will utilize social media platforms such as Facebook and Instagram to reach potential clients.</li> <li>• I will utilize LinkedIn to find industry professionals who can join my team.</li> </ul>

**6. Narrative Description of Progress and Activities in the Last Year**

*Please share 5-7 sentences about things you have been working on in the past year, and accomplishments or setbacks you have encountered, and anything else you feel is worth noting.*

In the past year, I have obtained an internship with Ocean International Training Academy as their Social Media Intern. This has been an amazing networking and learning experience as I have gotten to work with *Below Deck Mediterranean* stars Hannah Ferrier and Anastasia Surmava. Although I have learned more about the field of social media management, such as curating specific content for niche audiences and creating ad campaigns on different platforms such as Facebook, Instagram, and TikTok, I have encountered some setbacks along the way. Given the circumstances of the ongoing pandemic, I found it mentally challenging to remain motivated in a position that is completely online and self-managed. While we have weekly check-ins and a group chat to discuss specific tasks that need to be completed, I have had to learn how to manage myself and my time more efficiently. Although this has been tough, it has allowed me the opportunity to grow both personally and professionally. I have gained a newfound self-confidence in myself as a person and my abilities as a social media manager.

**7. Mission Statement**

*In the space below, please develop a mission statement that displays your values and/or motivation towards continuing this field-oriented progress. 4-6 sentences.*

It is my mission to obtain a position where I can have a meaningful impact on a company's success while remaining true to my own core values. My goal is to remain family-oriented, happy, authentic, influential, and successful despite any setbacks I may endure. Although a position in the world of social media may be overlooked, I will conduct myself professionally and hold myself to the highest standard, no matter the company or client. I strive to never lose sight of what is important to me and will continue learning and growing both personally and professionally.