**STUDENT NAME: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ CLASS: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| ***Content Marketing* - Pre-Work** |
| 1. **Do brief research on** [**Create/Captivate**](https://createcaptivate.com/)**, the content marketing company we will explore, before you watch the interview. What are two important pieces of information you learned about the company from their website?**     #1:  #2: |
| 1. **After looking at the Create/Captivate website, what are two questions you are curious about and hope are answered during the interview?**   Question 1:  Question 2: |
| ***Content Marketing* - Post-Work** |
| 1. **During the webinar, what is one interesting fact you learned about content marketing? Why did the fact stand out to you?** |
| 1. **If you want to explore careers in content marketing, what did Ms. McCoy and Ms. Spradlin recommend you do now as a student?** |
| 1. **If you wrote a thank-you note to Ms. McCoy and Ms. Spradlin, what piece of advice would you include that they shared during the webinar?** |
| 1. **How does the work at Create/Captivate connect to what you’re learning in class? Give at least one example.** |