

All About Co-op

For Ted Rogers School Students

This report profiles Ted Rogers Co-op students who secured their Co-op positions by establishing relationships with potential employers via networking.

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Securing a Co-op Role Through Networking

Meet Sabrina Loc, Marketing Co-op Student

Sabrina is working towards her Bachelor of Commerce (Marketing Co-op) at the Ted Rogers School of Management. She spent her Winter 2023 Work Term at **Softchoice** as a *Demand Generation Digital Marketer*.

Softchoice is a software-focused IT solutions firm providing IT products and services to companies and government agencies in Canada and the US. They enable organizations to realize the benefits of the public cloud and modern IT infrastructure through solution design, implementation, and assessment services.

Working as a member of the Digital Marketing team, Sabrina dives into her career journey and how she landed her job through a student group event, 'TMU Toastmasters: Can You Speak Symposium' - she was a club associate at the time.



[Sabrina Loc](#)



Q: What made you decide to attend this event and how did you secure this role?

A: The Vice President of Events encouraged me to apply to the speaking competition. I was one of the competitors representing Toronto Metropolitan University (TMU).

A talent advisor from Softchoice was a judge at the competition. After my speech, she reached out to me on LinkedIn to connect, and from there, we had great discussions about our shared public speaking and Toastmasters' interests. She shared a few marketing roles with me when they became available; I forwarded my resume to her, leading to an interview.

Q: What advice would you give to a Ted Rogers student who plans to join a networking event?

A: Prepare an elevator pitch and ice-breakers relevant to you (something you are passionate about and can speak about in detail)! You can use these to initiate conversation and showcase your personality.

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Staff Contributor Charmaine Kwong

Charmaine is a Co-op Coordinator who is a big believer in growth mindset. Her background in teaching and employment counseling allows her to build meaningful relationships with students and guide them as they #staygritty and #staycurious while navigating through their Co-op journeys.



Student Contributor Eman Ahmed

Eman is a Marketing Management student at TRSM and is building and further refining critical skills through leadership positions and exclusive programs.