HOW'D YOU GET THAT JOB?
SNAPCHAT'S HEAD OF MUSIC PARTNERSHIPS

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AGE: 27

What’s your job all about?
I meet with artists' and bands' representatives to understand their needs and find ways we can work together. Basically, we bring our Snapchat technology and pair it with artists' creative ideas to create unique experiences and special promotions for their shows.

When you were in college, what did you study?
I went to the University of California, San Diego, and studied political science. My parents worked in the entertainment industry, and I've always been fascinated by it, but at school I became pretty interested in current events. I did a few internships and realized that my future was in politics, and that it was the entertainment industry that most inspired me.

So how did you get started on your career path?
Well, for a few summers in college, I worked as a production assistant, so I got to meet a lot of people. Once I became set on trying to get my foot in the door in the music space, I networked and connected with as many agents and PRs as I could.

Halfway through my senior year of college, I was offered a job as a second assistant to a music agent. I worked really hard, and through some incredible referrals, I got to meet the head of music partnerships at Snapchat in 2015, which led to my current job.

What’s your best advice for how to stand out?
Soak up everything there is to learn from every job—the jobs you love and the ones you don't. And always take the time to get to know the people around you—they could end up being a referral for your dream job, or even a coworker in the future.

REAL-GIRL BACK-TO-SCHOOL TIPS!
The alarm clock is back (womp), but these ideas can help.

"Every night, I spend 30 minutes cleaning my room so it doesn't get super-messy. And I make a to-do list for the next day. It helps make the morning less chaotic."
Natalie, 16, Chicago, IL

"I make it a point never to study alone. I've found that hearing other people's answers helps me understand the material better."
Kelsey, 16, Nashville, TN

"I try to schedule my hardest classes for the morning—that's when my brain is freshest. I also study for my most difficult finals first."
Harley, 16, New Palestine, IN

SCHOOL  
Five Steps to GET ELECTED!  
Ready to rule your school? Jump-start your campaign with this kick-ass plan.

Remember: You've got this!
"Girls often hold themselves back until they have the perfect qualifications," says Anne Moses, the president and founder of IGNITE, an organization that encourages young women to get involved in politics. "Don't be that girl! Even if you've never run for student government or been in charge, go for it. "Don't be afraid to step out in front and lead," Moses says.

Get yourself a message
Not to sound all official, but you need a platform. Better known as: receipts to show why you're running. Maybe it's that your school doesn't have enough healthy options, or that you want to boost the school's stance on LGBTQ issues. "Figure out what you want to change, why it matters to you, and what your solutions are," Moses says. "People gravitate toward realism."

Keep it (mostly) old-school
Having a visible presence is important. Posters, stickers, cheesy buttons—all great ways to promote your cause. For a slogan, think of something specific to your campaign. Moses says: "'Vote for Jill; she's so chill!' is going to cut it. Social media can help too, but make sure to connect online with people who are undecided about voting for you, not only your squad.

Not the "popular" girl? So what!
What does inspire people is passion—that can top a popularity contest. But to get that across to your classmates, you'll need to interact with students you don't know. "Don't be afraid to talk to people," says Stephanie Roman, 18, who won class president at her high school in Dallas, TX. A great convo starter? "Ask them about what changes they'd like to see at school."

Hit up your homeroom
Try to find as many chances as you can to get the word out. "What worked for me was asking teachers if I could make small speeches at the beginning of class," Stephanie says. "If the idea of public speaking freaks you out, focus on making your talk personal, not perfect. Moses says: Include stories to show why you care about running—not just winning.

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