

Alumni Spotlight Anjelica Finore '16



Please provide your biographical information (major/minor at WCU, town you grew up in, reason why you came to WCU).

Anjelica Finore
Communication Studies – 2016
Broomall, PA

I fell in love with the small town the college campus called home. The tree lined streets, the small town feel, the local shops and stunning campus – I remember walking on to campus and thinking I can call this little corner of the world my home! I now currently live back in West Chester – the campus really captures you!

What made you go into degree?

I always have loved interpersonal communication – the power of connecting with strangers and creating meaningful relationships. So it just felt right to study communication and see if I could work it into a career. I also have always had a deep love for TV and movies – and wanted to connect my strength of communicating into the art of media!

What is your official title and what are your responsibilities in your current position?

Currently, I am the On Camera Guest Excellence Training Specialist for QVC. Essentially, I train, on-board and support all new on-camera talent that comes to QVC. We have everyone from the celebrities you see on the screen to upcoming entrepreneurs enter our course to be certified to present their items and brand on the long-running home shopping network on QVC.

Every Wednesday, I organize and facilitate a 4-hour virtual training program to bring our new talent up to speed on the specifications of presenting on QVC. I also support the team in host training programs. I was the intern back in 2015, and this title was always my dream job. I entered the role back in June 2020 and it has been a real joy to own the process and completely re-shape the training program to match the needs of the virtual world!

What is a typical day like at work?

I know it is a cliché, but everyday is different! I have my weekly norms in preparation for the weekly virtual training, but everything in between can present new and exciting opportunities.

One notion that is consistent is connecting with our new guests and brands. I conduct close to 12 personalized training/orientation calls with our new guest each week. I assist them in their on-boarding process and ensure they are feeling supported before attending the certification training seminar. I love the chance to create these personalized and unique relationships with about 50 small business owners, inventors, actors and CEOs - monthly. I am able to hear the excitement and enthusiasm in their voices when they start to understand that a dream is coming true, and they are able to present themselves and brands to millions of consumers on QVC.

On Wednesdays, we conduct our training seminars. We invite about 12 guests each weeks and prep them on our QVC's unique sales philosophy to ensure their brand launch is successful – we are always hoping for a sell out!

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From month to month, I am part of project teams to help manage process projects to support the business. Whether it is implementing a new system or envisioning a change in procedure. I have really developed a love for project management I hope to continue to improve and develop.

What have been the biggest challenges at work?

I am sure a lot can relate to the recent challenge of going fully virtually! Before I joined the team in June 2020 – I was working in person alongside a small video production company as a Studio Manager and was a veteran to the QVC company morale years prior. I was excited to re-join the QVC family and be part of the environment once again. It was bittersweet to start virtually along with train in the position virtually. However, what was originally seen as a sad missed opportunity of working virtually allowed me to identify needs and pain points within the guest on-boarding process. This identification allowed me to reshape the process and standout within the team. I am very thankful for the challenge as it shaped my success within the first year of the role.

What do you enjoy most about your current position?

I really do love connecting with so many different people. From celebrities to small business owners, I am able to interact with so many incredible individuals and really help their dreams become a reality!! I love when I hear “QVC was a dream growing up, always on in the house” it really is a true testament to the power of the brand, and it has been great to see is develop and change with all the wonderful guests and brands we bring into the family.

What skills, talents, and other traits are useful and necessary to do your job?

Organization and ability to re-shift priorities is a big one!! Every week is different and sometimes the to-do list changes regularly! The power of keeping projects organized and identify priorities in the moment allow for success! Public speaking is also another huge factor of the role – from daily phone calls to multiple weekly presentations, our team is full of strong and powerful public speakers!

Do you have a favorite or funny story about work?

I work with a wonderful team – some who have become some of my closest friends. I am very fortunate to laugh everyday at work! Before we were virtual, QVC would hold team appreciation weeks and for the broadcast team they created a game room with snacks for the team to enjoy for a full week! Our te

What do you enjoy doing in your free time?

I am an old soul, so I really love crocheting and needle point! Really trying to prefect my sewing skills as well! But then I balance out that chill with a good ol’ boxing class!

Where do you see yourself in five years?

Oh goodness, this question always stumps me! In 5 years I will be 32 which blows my mind – so I do hope I am still holding a fun and engaging career within the media/tv space! I also hope my own personal family is starting and growing! But who knows – I also wouldn’t mind to be planning a big vacation to somewhere sunny five years from now – maybe Croatia or Monte Carlo!

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What advice would you give to a current student who aspires to follow in your footsteps and pursue a similar career path?

Be sure to conduct as many internships as you can!! West Chester is in a prime location, the town has wonderful business to partner with and Philadelphia is not far away. Utilize the proximity and grow your network. I do not think I would be where I am today if it was not for my internships and the network I created within and around the QVC campus.

How has your WCU education contributed to your success?

Public speaking has been big contribution to my current career! On a weekly basis I am conducting formal speeches for training and managing meetings with cross-functional departments. Because of time in and out of the classroom – I feel confident everyday at work!

What do you consider to be your greatest accomplishments (both personally and professionally)?

On a collegiate level, I am – to this day – still very proud of winning the Golden Ram award my senior year! An award granted to a student who encompasses school spirit and involvement! As sophomore I, made it my goal to one day be awarded that golden brass ram statue and now, today it sits next to my desk while I work virtually! Professionally, I am very proud coming out of covid with my dream job! When I was a QVC intern, I really fell in love with On Camera Talent team, specially within the role of the guest excellence specialist role and I always aimed to one day hold that title! I was let go of my video production job due to decline caused by covid but was able to end up being hired as a guest excellence specialist 2 months after being let go – so at 27 I have been able to obtain my dream job. But now I have to aim for the next one 😊

What's your favorite memory from when you were a student at WCU?

I know I am not alone when I say there are too many to cover! I could write a book with all my favorite memories! Every banana day is its own special memory. Walking to class with friends is its own special memory! Club meetings in Sykes holds a special place in my heart and I always smile and reminisce when I pass by Sykes! I loved my time as Leadership Consultant when I was able to oversee the involvement fair my senior year and manager the