



COLLEAGUE SPOTLIGHT

Eliza Orlic, *Communications Coordinator*

**BASED IN
PITTSBURGH, PA**

**3 YEARS OF
INDUSTRY EXPERIENCE**

**BRAND
MARKETING**

MEMORABLE EXPERIENCE

My most memorable experience was my first couple months of being at the company, learning the ropes of the industry, and meeting so many people. I knew I wanted to find a company that I believed in and help them tell the world their message. The more I learned about Careworks, the more I knew that I could help do just that. Meeting so many people who all had the same goal of helping others felt overwhelming because it really felt like the start of a new journey that I was confident in. Now, almost three years later, that is still the same message that I hope to tell people about every day. Meeting all my colleagues in person after chatting and working with them virtually for two years is a very close second.

POWER OF CHOICE

I use the power of choice in every project and item I create. I ask myself, "What story do I want to tell? What is the main point I hope people take from this?" I almost always land on the same thing and it's that I want to tell the story of the people we have helped. They were living their lives, going to their jobs, laughing and having fun with their families and friends, and then something sudden happened, often an injury, which took them away from all that.

To be injured and uncertain about the road ahead is something I wouldn't wish for anyone. So, for them to put their trust in Careworks and for us to be able to reassure them that everything will be okay is commendable.