

In the heart of Wildcat territory, she found her Sun Devil spark

By Meenah Rincon, ASU News
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Editor's note: This story is part of a series of profiles of notable [spring 2026 graduates](#).

Knowledge has never been something Jenna Frazier has been willing to settle on.

First it was history and anthropology, then digital strategy and audience engagement. And even as a global pandemic threatened to upend everything, she found her way back to the place where it all began: Arizona State University.

Frazier first came to ASU in 2020 and quickly had to learn how to navigate a freshman year split between in-person and online classes. She persevered and in 2023, earned two undergraduate degrees in history and anthropology. She was ready to take the next step in her academic journey, but she did not know what that looked like yet.

After graduating, Frazier returned to her hometown of Tucson, Arizona, to figure out her next move. Eventually, she landed a job in her field, and it was there that she realized she wanted to pursue further education.

While she considered attending other universities for their graduate programs, none of them felt quite like home the way ASU did.

"Applying for my master's degree in [digital strategy and audience engagement](#) felt like coming home," she said. "I couldn't be more proud of my past self for trusting my instincts and coming back to ASU."

The [ASU Online](#) program was the perfect next step. It equipped her with skills in digital marketing, audience analysis and content strategy that apply across virtually every field imaginable.

Her capstone course, Digital Audience Management, taught by Assistant Teaching Professor [Elizabeth Mays](#), was among the most demanding and rewarding experiences of her academic career.

Frazier said Mays' consistent support through weekly office hours and guidance on a multilayered project taught her something she'll carry far beyond the classroom: Stay determined through it all.

"Her class was challenging," Frazier said, "but it was challenging me in order to show how much I was capable of."

An elective on leadership and ethics in the nonprofit sector also left a lasting impression, connecting her with a local nonprofit leader and revealing that many of the strategies she had already adopted in her work life were ones the course was actively teaching.

This spring, Frazier graduates with her sights set on landing a role in digital marketing, ready to put everything she has learned to work in the real world.

We spoke to Frazier about her time at ASU Online and her plans for the future.

Note: The following interview has been edited for length and clarity.

Question: What was your "aha" moment, when you realized you wanted to study the field you majored in?

Answer: While I absolutely loved my undergrad humanities degrees, I really wanted to focus on obtaining a degree that was applicable in a multitude of fields. I'm also a people person and really love learning about how people interact and engage with both each other and content. When I found the MS in digital strategy and audience engagement, I knew it was the perfect fit for me.

Q: What's the best piece of advice you'd give to those still in school?

A: Always, always keep an open mind. You have no idea what kinds of doors are going to open up for you because of your commitment and your determination when it comes to school. Whenever there's an opportunity, even if it may not seem like the perfect fit at first, you should at least give it a try because it may lead to something absolutely amazing that you love. ASU is brimming with opportunities in every single area possible; you just have to be brave enough to go after them!

Q: What are your plans after graduation?

A: My plans after graduation are to actively search for a digital marketing role. I'd really like to apply what I've learned in my program to a real-life role and am excited for what comes next! This program really provided me with the tools to chase my dreams, so I'm ready to do exactly that.

Q: If someone gave you \$40 million to solve one problem on our planet, what would you tackle?

A: If someone gave me \$40 million to solve a problem on our planet, I would definitely tackle housing insecurity. With so many increased costs, there are so many people who are at risk for homelessness or are currently experiencing homelessness. I'd want to utilize that money to help fund affordable housing, homelessness prevention and other measures to increase equitable housing and ensure a better standard of living for all. Everyone deserves a stable, secure and safe place to live, so I would want to do my part to help as many people as possible.

This article was written by Sabrina Baker for ASU Online.

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Text image(s)



Jenna Frazier, courtesy photo