

Kladerman charms her way to the PR industry
By Kayla Gayle, Staff Writer

Running through a haunted house at Universal's Halloween Horror Nights in complete fear not realizing where you're heading, you find yourself backstage inside the makeup tent. There stands Jessica Kladerman turning actors into the horrific ghouls that led you there in the first place.

Kladerman worked at Horror Nights for about four years after her enrollment in makeup school. This experience was able to uphold her enthusiasm for the makeup and fashion industry.

The 26-year-old is currently participating in an internship with the start-up company Mountain Co., "a fashion and lifestyle company that focuses on ethics and sustainability."

Along with her interest in the fashion industry, Kladerman shares a passion for Public Relations (PR).

"I'm good at talking to people and making relationships with people," Kladerman said. "They literally get paid to maintain relationships between brands and media."

Her appeal to the profession was greatly influenced by the fashion publicist Kelly Cutrone and the late actress and humanitarian Audrey Hepburn.

"(Hepburn is) someone that's always been so passionate and graceful. I know that I'm not graceful at all but she inspires me to carry myself in a way that exudes compassion. I want people to feel like they can trust me and talk to me," Kladerman said. "I think that kind of inspired me and it's really going to help me in PR. In that field, you have to be really good in crisis management, and I feel like to be able to handle those kinds of situations you have to have compassion."

Her dream is to be able to combine both passions of fashion and PR into one career option. However, she is driven to work in the PR industry in any capacity she can.

"I would definitely want to end up in the fashion industry but if doors open for me that aren't in the fashion industry that is still in line with what I want to do (in PR), I would definitely take them," Kladerman said. "I try to keep things in line with the direction I wanna go in career-wise."

Kladerman uses her experiences as a published journalist with the Observer to improve her efficiency for her career goal.

Outside of her interests in PR and fashion, Kladerman uses her free time to practice witchcraft.

She started studying herbal medicine as a high school sophomore in 2010 which later led her to think “what else can I get into with these natural remedies and essential oils?” She then started her practice with the Jewish mysticism Kabbalah.

“I do a lot of trying to really incorporate Judaism into my practice but outside of that I just really like a lot of green magic: notable medicine, essential oils and stuff like that but I’m not one of those crazy anti-vaxxers,” Kladerman said with a laugh.

Kladerman got a solid start in learning and practicing magic fresh out of high school when she started working at the metaphysical store Mystic Sisters.

“Working there taught me everything I know about witchcraft. It taught me a lot about other practices.. like African magic and Haitian magic. Even though I’ve never practiced any of these, I had a lot of clients that did practice but still needed some guidance so it put me in this really weird position where I had to learn about their practices but it wasn’t something that I was active in,” Kladerman said.

“It was kind of an honor,” Kladerman said in regards to teaching clients. “It put me outside of my own culture in a way that wasn’t appropriating their culture. So that’s been really important to me; to learn about these other cultures without reenacting these cultures.”

Kladerman emphasized the importance of staying in one’s own culture when working with witchcraft.

“This is what I tell my white friends (that want to practice witchcraft), ‘Stick to your roots; do not take what doesn’t belong to you,’” Kladerman said.

Kladerman praises her practice of witchcraft for developing her understanding of life and more about herself.

“One thing witchcraft really taught me was how to be more present and how to figure out what works for my mental health issues; making lists is my thing now,” Kladerman said.

She also learned about the balance of the universe.

“If you want something that means a lot to you, you have to give up something that means a lot to you,” Kladerman said. “The universe always works imbalances so that’s why I don’t really like to practice anything dark and crazy. I acknowledge it exists I just don’t personally practice it myself.”

Kladerman wouldn’t participate in that practice “‘cause I like my mediocre life the way it is,” the fashionista and witch balancing school, a full-time job and an internship said.