

MISSEYTS

marketing

marketing issue 01



spring 2019

maggie chan jones
founder of Tenshey.com

Welcome

When we work **together**, women will feel comfortable sitting in the executive chair. Leadership can be diverse and fresh ideas will be born.

Together mountains will move.



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Photo © The Times of Acadiana



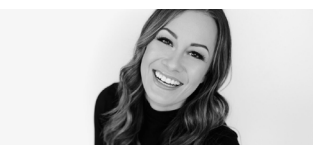
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on defining success

“ Success is wellbeing:
physical, spiritual,
financial, mental. ”

Photo © @littleoutdoorgiants

Co-Founder & Creative Director

LIBBY DELANA

Co-Founder & Creative Director | [Mechanica](#) | [BlinkNow](#)

get to know libby

What did you do when you were 23?

Went to cooking school in NYC, that was my art school.

Early bird or night owl?

Early, early Bird. [#thismorningwalk](#)

Favorite Instagram account for inspiration?

[@BlinkNowOrg](#) [@nadyaokamoto](#)

What made you take the leap from working at an agency to co-founding your own? Was that always a goal or did you just happen to fall into it?

Great question. I always had aspired to be an entrepreneur but that desire could have been satiated with a side hustle. Meaning I never dreamed of starting an agency but I did want to start something. I'm sure glad my partners invited me to consider it. They are wonderful people and I don't think I would have done it without them. I am lucky.

Having a long history working in agency type settings, what advice would you give to young marketers and creatives trying to break into the field? What can an inexperienced mind bring to the table?

I believe in the power of the beginner. It is often where the freshest and most breakthrough ideas come from. As far as advice, I would say look for the agencies/cultures/organizations where reverse mentoring is embedded into the culture. A place where the most experienced people in the room leave space for all voices to be heard.

What's the best advice for getting marketing and creative teams to work together cohesively?

Put pizza in the middle of the table and close the door. Trust people. Give them room to experiment, try, fail, noodle, try again, to say the unpopular thing, to tip things upside down, to reframe the challenge. As one of my mentors [@swissmiss](#) Tina Roth Eisenberg would say "Trust breeds magic". She is right.

What has been your biggest failure and how did it help shape you as a creative?

The ability to fail inevitably leads to innovation and the most creative ideas. Creativity requires it. I think "failure" should be rebranded. Failure isn't a problem it is a necessary ingredient. My biggest failure has always been the fact that i don't listen to my gut. The truth is often in the gut response. I am terrible at acknowledging what my gut says.

"Failure isn't a problem, it is a necessary ingredient."

As a leader within your company, how do you keep your team driven, confident, and on top of the changing trends?

It is truly a challenge. We give everyone an allowance for going to a conference, a retreat, a trip to stay plugged in. Also we have a very vibrant slack channel with trends and items we should all know about. That being said I think the key piece to inspiring people and keeping them motivated is nurturing a personal

connection. When you know what naturally inspires someone it becomes clear where you have permission to push.

How can a young woman build confidence in a world that views women of authority as bossy?

As my mom used to say, “make sure you hear your voice in the room, every meeting”. Confidence comes with situational awareness, bravery, lots of listening, and speaking with truth. I think women’s authority will always be felt as bossy. The trick then is to dismiss the voice in your own head that sounds like the world saying to you “*you are too loud, too bossy, too opinionated, too much, too tall, too old, too grey, too too*”. I am terrible at turning off that voice.



Photo © @justintyerclose

Childhood dream job. Cowboy.

Has being a mom had any impact on your career role as a leader or vice versa? What advice would you give someone who is struggling to find this balance?

Being a mom is perhaps the most impactful thing on career and my perspective on leadership. Being a parent requires all the same things as leadership; attention, time, humility, bravery and patience. I don’t like the word balance. It is not a goal for me. Balance feels static. Everyday, every hour, every month brings with it a new dynamic, new energy. Instead of balance, my goal is presence in any moment. It is a daily practice. I find it very very hard not to be thinking of what happened yesterday or what is going to happen

in the next meeting. Presence for me is balance. Being a parent is the most profound privilege of a lifetime and one of my greatest teachers.

What’s the biggest risk you ever took?

Most recently it would have to be skydiving. I wanted to actively do the things that scare me. In terms of life, I suppose it would be not following my heart.

What are the biggest marketing advances from the past 5 years that has you excited for future marketing?

The future of ‘marketing’ is personalization and customized messaging. Communicating with people rather than at them. Also the trend of marketers taking a powerful stand for something they believe in. Patagonia is the best example of this.

What would you say to the aspiring marketer who wants to make an impact on the world?

Do lots of ongoing research. Be curious about the world. Make it a practice to find the organizations that are doing work you admire and be a student of their work. *m*

tips from libby

Best tip you ever got.

Don’t take advice as gospel. Listen, then make it your own.

Best tip for new leaders.

Leadership is an awesome responsibility and requires you to put others before yourself. As a leader you serve those you are leading. Your employees don’t serve you, you serve them.

Best tip for getting your hard work noticed.

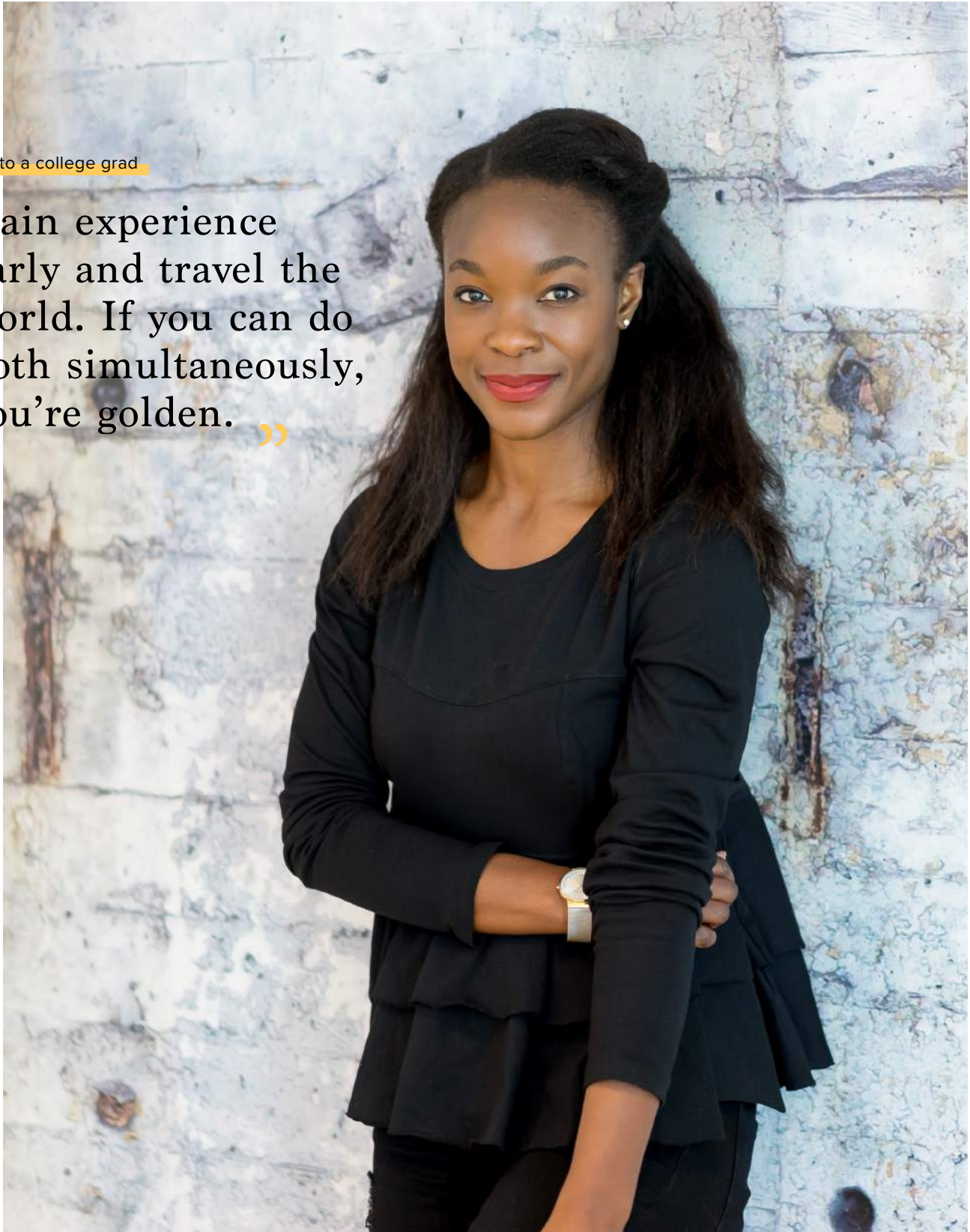
Hard work always is noticed, it may not be acknowledged. Trying to get hard work noticed means you are doing the work for the wrong reason. True hard work comes from desire, passion, excitement, and wanting to effect change not from the desire to be noticed.

“True hard work comes from desire, passion, excitement, and wanting to effect change not from the desire to be noticed.”

libby delana | [@parkhere](#)

best tip to a college grad

“ Gain experience early and travel the world. If you can do both simultaneously, you’re golden. ”



VICTORIA EKWENUKE

Global Brand Manager | Ebay | [ebay.com](https://www.ebay.com)

get to know victoria

Instagram or Facebook?

Instagram all day!

Favorite Instagram account for inspiration?

@[Badassboz](https://www.instagram.com/badassboz) (Bozoma St. John). She's exactly what Corporate America and the media needs right now.

If you were writing a book about your life, what would the title be?

Persevere in your Purpose.

What has been your shining moment so far in your career?

My transition into tech has been pretty exciting for me. I'm working in a young industry where the idea of brand management and its overall impact is relatively foreign. It's rewarding to have the opportunity to not only transfer my knowledge from CPG (a more mature industry) but also to expand my thinking beyond traditional brand management and marketing.

How can more women kick fear to the curb?

Nike said it best - just do it! When I'm typically afraid to do something I ask myself a few questions and if the answer to all questions is yes, then it's a go for me.

- Would I regret not doing it?
- Would this turn out bad if I don't fully commit?
- Aren't these people just human beings?
- If in my position, would these people also be nervous or afraid?
- Would this one day make a good lesson or story for my daughter?

Why did you choose to stay on the brand side versus agency or freelance?

Impact. On the brand side you get the opportunity to develop strategies and drive real change for the business. The balance between art and science when it comes to brand management is what excites me. It's not all about the creative side but also the tangible research and business performance that keeps me engaged.

What 3 critical pieces of information do you ask yourself when someone asks for a rebrand?

- a. Is there an actual need or is this in direct response to a competitor?
- b. Is it too late? Or rather how much time do we have to implement a successful rebrand given the current state of business?
- c. Is the team/ overall business receptive and ready for it (culturally and financially)?

As the Global Brand Manager at Ebay, how has your past experience working and living internationally helped you manage such a large array of products?

Having worked and lived in many places, I've realized that as it relates to business and branding, the ingredients are the same but the recipes are different. The objectives relating to business, products/services and people don't entirely change.

However, how those objectives are met vary by region, demographics and company. In addition,

having a broad perspective on culture and how people consume products and services (actually, information overall) has helped me tremendously in my role at eBay.



Childhood dream job. Scientist, Lawyer, Owner of a Black Modeling Agency, Magazine Editor (*yes, all those things at once*).

How do you get a brand to shift gears if you notice better performance in a different market?

Working on a global team, it's easy to see the differences between various regions. When developing strategies, we tend to think global but act local. If we see that one region is outperforming the others, it's our job to understand why and to see if it makes sense to replicate/ tweak for the other regions. If it makes sense to replicate in other regions, we would create a supporting business case, possibly create a test environment and then launch and learn.

What advice would you give a woman trying to work her way up to a management role, and how can she get a leg up in the competition?

Obviously, it makes sense to deliver great work and continuously sharpen your craft. However, I think it's just as important (even more so) to connect and network both in and outside of your organization. I've learned that as you continue to climb up the ladder, roles, projects, etc. are given to those who are recommended by others. It's important to be visible and make time to get to know people who can one day potentially recommend you for the next best role.

How do you define success?

Success for me is happiness. Here's why... First, I very much believe in balance and the importance of achieving happiness in both my career and my personal life. As long as I'm having impact and my friends and family are well, I'm pretty much content. Secondly, happiness is a choice. So even when things may not go my way, I can choose to be happy and therefore never lose sight of success.

What is the biggest challenge facing female leaders today?

Every time I sit in a discussion about women leadership (especially in Corporate America), we tend to forget that the playing field for all women are unfortunately unequal. For sure; there are challenges that face all women in leadership. However, there are additional challenges that are unique and only experienced by women of color. Until we can openly speak about those challenges and how we can collectively overcome them, the united discussion around female leadership is in fact fragmented. *m*

tips from victoria

Best tip to someone who is afraid to fail.

If you're not failing, you're not growing/ learning. Failure is a prerequisite for growth.

Best tip for new leaders.

The support you needed before you became a leader is the exact support that someone else is currently seeking. Don't forget to reach back out to help.



tip to a college grad

“ Accept help -
no one is successful
by themselves. ”

President

LAUREL HESS

President | [Rally Marketing](#) | Side Hustle: [hampr](#)

get to know laurel

What did you do when you were 23?

House parties.

What's your favorite binge-worthy show?

Gilmore Girls.

If you were writing a book about your life, what would the title be?

Hot Mess Hess.

You said, "As a woman, the louder I get, the more dismissed I am." What advice would you give to other women in this field who have had a similar experience?

When you have to say something, run it through the mind mill first. 1. Is it true? 2. Is it potentially hurtful? 3. Does it NEED to be said? This mill helps to take emotions out of a lot of situations and allows you to frame something in the best light. Emotions are important but they are a scary thing for women at work.

How do you encourage the Rally Marketing team to stay motivated and on top of the trends?

We have to have ZERO fear. We cannot let our egos get in the way and we need to be nimble in this industry. There is no fallout for trying something new - we have to fail in order to keep a competitive edge. Status quo is the quickest death in digital marketing.

For you, what is the most difficult part about being a leader?

Being the bad guy - I don't like upsetting people and I am a natural peacekeeper. Putting the needs of 10 people ahead of 1 is challenging but necessary.

What is one moment that stands out to you while reflecting on your professional career up to this point?

The linchpin in my whole career was saying YES to something I really wanted to say no to. This happened twice. The first was saying yes to an event that I really didn't want to go to - and it wound up being the catalyst for my entire career. The second was taking a scary leap into the unknown regardless of my crippling anxiety.



Early bird or night owl. Early bird.

After graduating with a degree in Broadcast Production and landing your first internship in marketing, what drew you to stay within the world of marketing rather than returning to production?

Production is a lonely world - it's dark rooms and isolation. I got a taste of PR with people - constant peopling - and I loved it.

You said that you see failure as a state of mind, how has this mindset driven you in your career?

It's literally everything. When you move into a failure state of mind - nothing is right and nothing works. This will absolutely stall everything. It is very hard to move forward when nothing goes your way. But this is so rarely the case - you cannot let one situation dictate the rest of your reality. You are not your failures - not succeeding doesn't change things. You are you and you will always be you. Don't let yourself be defined by anything - move on.


What would you say to someone who is hesitant about entering a new field or position?

Would it be worse if you stayed? Would you always wonder, "what if?" If yes, then you have to do it afraid. This advice was a lightbulb for me - I didn't realize you could make moves within fear.

What's the biggest risk you ever took?

Leaving the comfort of a full-time job with two babies at home for an unknown chance to be on my own. It was terrifying and I questioned my sanity but it has made all the difference.

What advice would you give someone going into a leadership position for the first time?

It's impossible to know everything. You don't need to. Trust what you know and trust those around you to know the rest. 

“ **It's impossible to know everything.** You don't need to. Trust what you know and trust those around you to know the rest. ”

tips from laurel

Best tip you ever got.

Do it afraid.

Best tip for getting your hard work noticed.

Clap for your own damn self.

Best tip to a college grad.

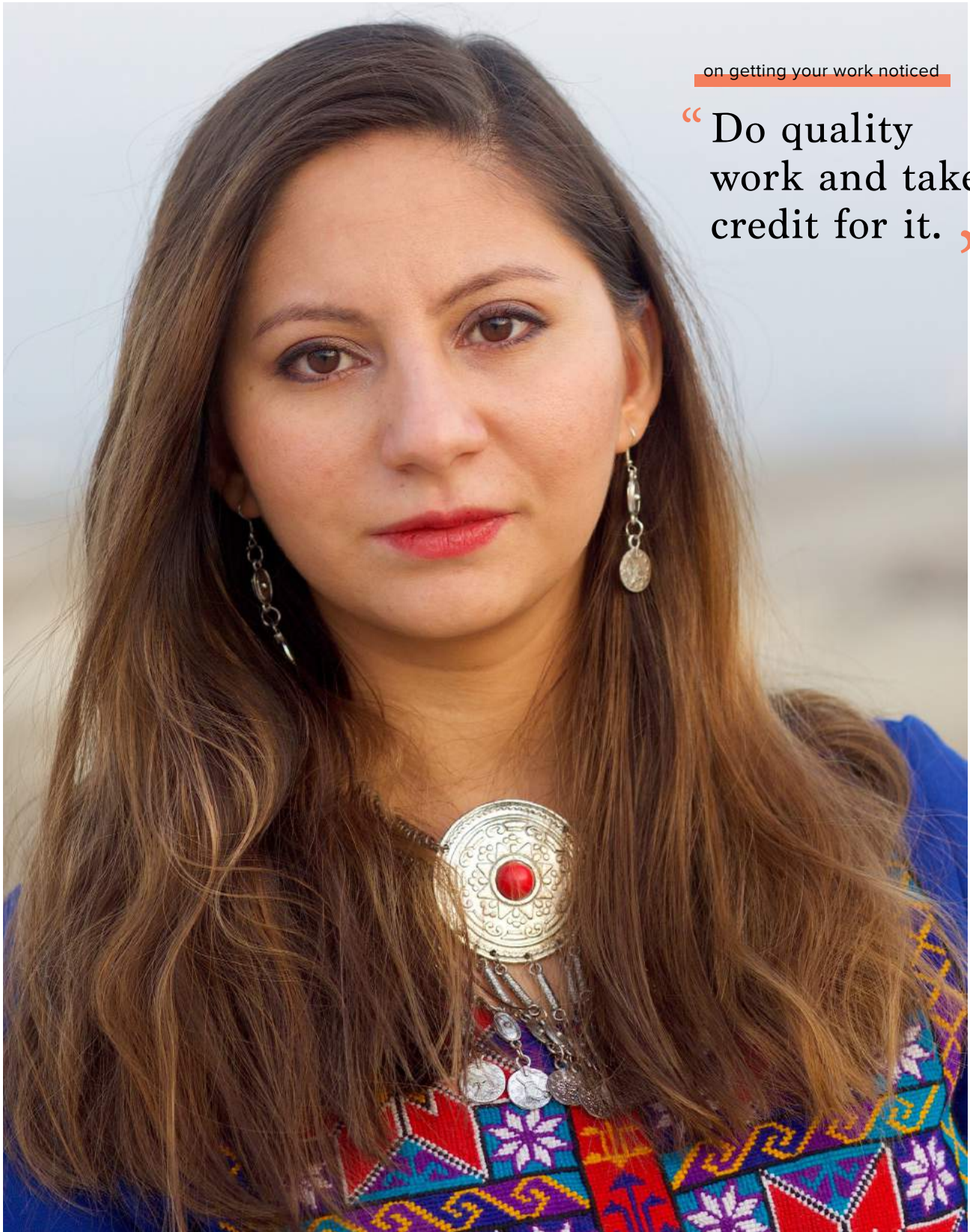
Accept help - no one is successful by themselves.

“There is no fallout for trying something new - we have to fail in order to keep a competitive edge. Status quo is the quickest death in digital marketing.”

laurel hess | [@rallymarketing](#)

on getting your work noticed

“Do quality work and take credit for it.”



Founder

NOORJAHAN AKBAR

Founder | [Free Women Writers](#) | [noorjahanakbar.com](#)

get to know noorjahan

What's your favorite binge-worthy show?

Madmen, although it is a bit of a cliché for marketers. Parks and Recreation.

Favorite flavor of coffee or are you a tea drinker?

I'll take all the caffeine in whatever shape.

Early bird or night owl

Night owl and don't talk to me before coffee.

What inspired you to start your nonprofit, Free Women Writers?

Creating Free Women Writers was an accidental and organic process. I came up with the idea of publishing a book of Afghans women's writings when I was home for my summer break from school in 2013 and I noticed that the streets of Kabul were crawling with radicalizing books that targeted young people and focused on women. The books were accessible and affordable and they often dictated through a narrow fundamentalist lens what women should and shouldn't be allowed to do.

I wanted to create an alternative, so my friend and fellow activist Batul Moradi and I published a small anthology of women's writings (using my personal funds). We published 1500 copies and were out of them within a month. People volunteered to take them to seven provinces and distribute in schools, universities, and libraries.

I wanted to increase access to the book, but couldn't afford to republish it so I decided to publish it piece by piece on Facebook. Soon, we garnered thousands of followers and other women started sending us their articles and poetry for publishing. Before we knew it, we were a living platform with more than 150 writers, 16 volunteer members, and a website.

As gender equality advocate, when it comes to our nation's gender equality where have you seen the most improvement and where do you think we are still lacking?

We've have huge improvements when it comes to creating better laws that take into account the needs of women and other marginalized communities.

The part we're lagging behind is in changing culture to recognize women's full humanity. This is especially noticeable when we look at the shockingly high rates of violence against women in the United States. Every day three women are killed by a former or current intimate partner. At least 25 percent of women in colleges and universities face sexual violence. Pregnant women in the U.S. continue to face some of the highest rates of violence in the industrialized world. Not to mention, the disappearance of indigenous women and the staggeringly high rates of violence against them continues to be ignored by mainstream media.

“Your worth does not depend on your productivity.”

Violence against women is present in every aspect of our lives, in the way women walk with their keys in their hands at night and spend more on cabs to avoid threats of sexual violence, to millions facing physical, emotional, or financial abuse in the place they're supposed to feel the safest, their own homes.

In our society so many people overwork themselves. What advice would you give someone who is struggling to find a work/life balance?

The cost of not taking care of yourself by far outweighs the benefits. There will always be work to do, but your health, your mental and physical wellbeing, are not guaranteed. Learn to prioritize yourself without feeling guilty. Your worth does not depend on your productivity.



Childhood dream job. Police Officer

What would you consider to be your greatest success at this point in your professional career?

Being able to found my own organization and sustain it for nearly six years is definitely something I am proud of. The fact that this organization has become a platform for women in Afghanistan and the diaspora to tell their stories and find support in each other is all the success I need.

Since its origin, how has Free Women Writers created positive change for Afghan women?

Free Women Writers addresses violence against women through grassroots education, advocacy, and storytelling. Through events, campaigns, books, and women's stories, we want to shape social consciousness around the harm caused by violence against women and create a grassroots movement to end it. Our target audience is our own people and the vast majority of the literature we produce is in our local languages. Our most recent book is a guide

for women facing violence in Afghanistan. It provides specific tactics and tangible tips for women seeking freedom from abuse and it has been downloaded more than 3000 times in local languages.

Our online platforms dedicated to Afghan women using storytelling to end gendered violence reach nearly 100 thousand people. We know through interactions with women we publish and our readers that our work is making a difference and shifting the conversation.

What advice would you give a young woman who doesn't believe she can make an impact in the world?

I'd urge them to explore why they feel that way. Why do you believe you can't make an impact? What in your previous experiences let you think you're too weak, too insignificant, too small, too inexperienced, or too-anything to become a change-maker? Find the root of that belief and question it. Anyone can make a change. Whether it is by using your money, your voice, your time, or your expertise, you can always find a way to make an impact and make the world a more equitable and just place. *m*

tips from noorjahan

Best tip to a college grad.

Always ask for what you want. If you have a certain direction you want to go in your career, advocate for yourself because it won't be given to you.

Best tip for new leaders.

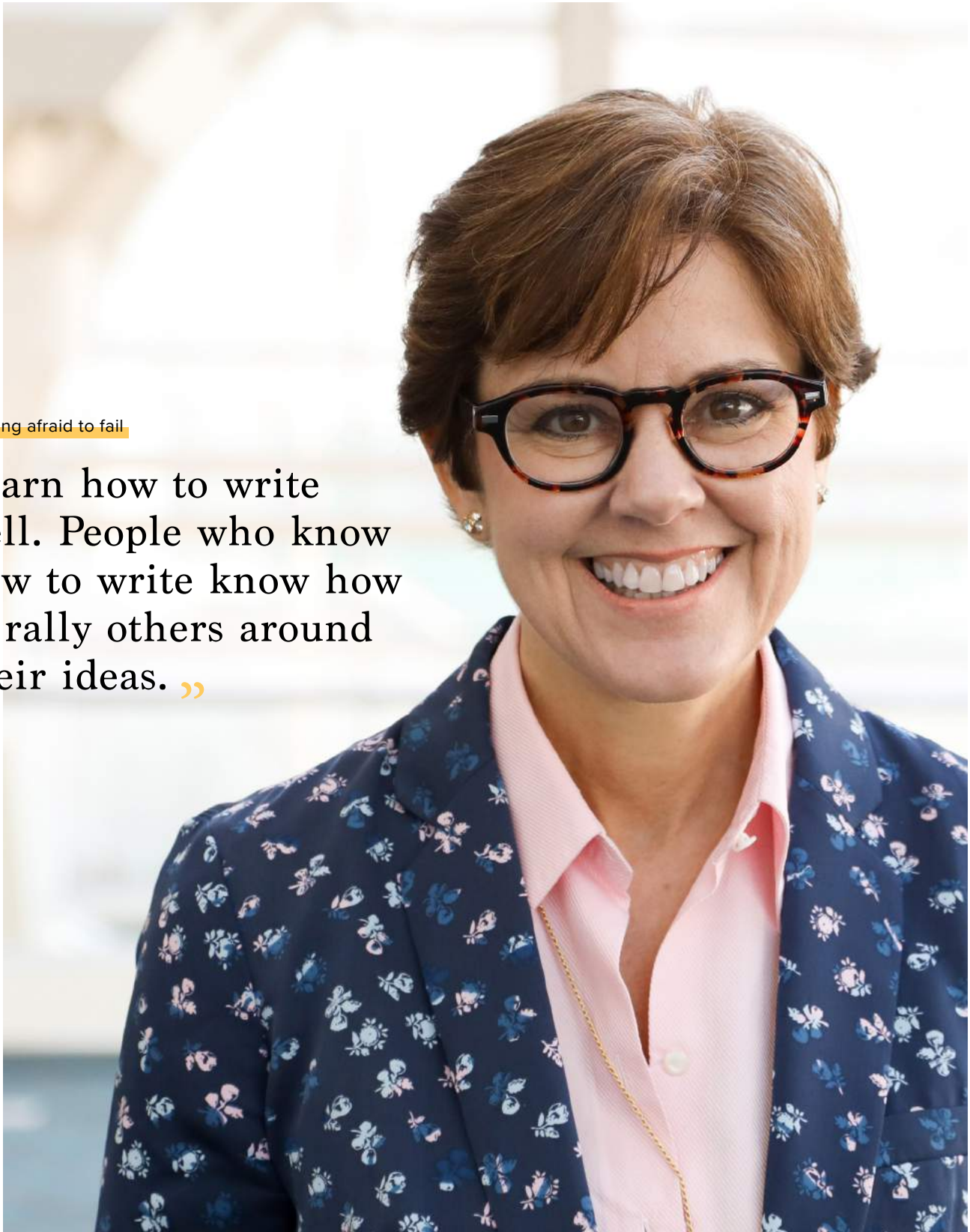
Begin by listening to those around you. Leaders who come in and want to change everything quickly are mistrusted. You'd rather have the trust of your team than have everything be your way quickly.

“Marketers,
especially, are
at a position to
create change
because we often
automatically have
an audience. The
kind of content
we produce shapes
culture and
communities.”

noorjahan akbar | [@noorjahan.akbar](https://www.instagram.com/noorjahan.akbar)

on being afraid to fail

“ Learn how to write well. People who know how to write know how to rally others around their ideas. ”



Chief Content Officer

ANN HANDLEY

Chief Content Officer | [MarketingProfs](#) | [Total Annarchy Newsletter](#)

get to know ann

What did you do when you were 23.

I was a writer for the Boston Globe.

Favorite Instagram account for inspiration?

[@cheapoldhouses](#) I dream vicariously of an old farmhouse with a barn and wide-pine floors and then next thing I know I'm dreaming of mid-century modern ranch with untouched bathroom tile. #swoon

What's your favorite song?

I don't know music very well. My favorite song is a podcast.

You've said it took you a "shockingly long time to not flinch at sharing my inner thoughts and ideas." What steps did you take to reach a level of comfortability in freely sharing your ideas?

That flinching was rooted in fear of failure. "*Trying is the first step toward failure,*" as Homer Simpson said.

I once subscribed a little too enthusiastically to that point of view. I kept my head down. I didn't share what I thought. I didn't write books or speak publicly or do the kind of things that someone might criticize. Because I was afraid I'd fail. And I was afraid I'd be called out.

When I was starting my career almost 30 years ago, I had a chronic case of what I guess now would be called imposter syndrome. And at the time, I was an imposter: I was working as a news reporter in a busy business newsroom, but really I was just pretending to be a news reporter in a busy business newsroom—because I had no idea what I was doing. So I faked it. I faked my work in the way that a kindergartener with a pile of blocks plays civil engineer.

And I kept at it. I watched and listened and learned and failed (and survived) and eventually absorbed enough to feel adequate. Then competent. And eventually I felt like a master, and even then I didn't feel 100% accomplished.

That pattern has repeated itself throughout my career... and throughout my life: in journalism, in publishing, in marketing, in running a business, in parenting.

I don't really worry about failing any more. But every once in a while, I still feel the fear. Except now I embrace it as an asset, for three reasons:

1. Fear is evidence that you're still growing as a person. There is always something new to learn. There is always a new challenge. There is always something I don't know. If you never feel you're out of your element, you aren't pushing yourself hard enough.

"If you never feel you're out of your element, you aren't pushing yourself hard enough."

2. Feeling unsure is evidence that you're not a stupid jerk. There is nothing more boorish or insufferable than someone who is categorically cocksure. "*The trouble with the world is that the stupid are cocksure while the intelligent are full of doubt,*" Bertrand Russell said.

3. Fear can be a useful guide. I sometimes use it as a divining rod to decide which path makes the

most sense for me. When I start out in a new direction or with a new idea, I'll often feel a little nervous or scared. But if I feel nervous and scared in an excited, good way....? If I am scared and excited at the same time...? Then I KNOW it's for me.

What are the most important decisions you make as a leader of your organization?

The most important decision I make is in finding and hiring the right people. And then helping them vs expecting them to help me. Their success will be yours. Or mine. Or whoever we're talking about. You know what I mean.



Childhood dream job. "[Writer](#)"

For someone who wants to reach executive status, what are some tips from the way you currently lead?

Listen more than you talk. Actually, this is good philosophy for life. Not just business.

What are you doing to ensure you continue to grow and develop as a leader?

The thing that makes any leader grow is enthusiasm for and a love of the job. You won't be a leader of something you don't love. So I keep the flame alive!

I balance long work weeks with reading a lot, getting enough sleep, taking brain breaks in the middle of the day by walking Abby (the World's Best Dog). That

probably makes me sound like a dog-loving monk with a side-hustle. But there you go.

You've said in the past that writer's block isn't a real thing. Why is this and how do you respond to those who claim to suffer from writer's block?

Writer's block is not a thing. A house framer doesn't get 2x4 block. A tractor-trailer truck driver doesn't get tractor-trailer-truck-driver block.

So, no. I don't believe in it. But I do believe in writer's difficulty or writer's evasion or writer's procrastination or writer's frustration. All valid.

The only antidote to THAT is to do one of two things:

Switch up the form – don't "write." Instead, make a list. Dictate a letter. Free-write without worry that you're putting down actual sentences.

Switch up the environment – sometimes when I'm feeling unmotivated I switch venues: I move to my backyard tiny house. I talk all about this in [Everybody Writes](#). *m*

tips from ann

Best tip to someone who is afraid to fail.

You will fail. And then you'll realize that you survived that failure you feared. And also you'll realize that literally no one will care that you failed, because everyone is only worried about themselves.

Best tip for staying motivated.

Read read read. Read real books. It doesn't matter which. Just don't waste your precious hours on this earth scrolling Instagram.



on being afraid to fail

“Failing is inevitable, so you might as well just go for it and give it all you got.”

Photo © @meg_marie_photo

Founder

JAYMIE TARSHIS

Founder | [Jaymie Tarshis Consulting](#) | [The Ad Expert](#)

get to know jaymie

Favorite binge-worthy show.

Shameless.

Favorite Instagram account for inspiration

Rachel Hollis. [@msrachelhollis](#)

Favorite flavor of coffee.

French Roast.

How difficult was it to take the jump in creating your own consultation brand? What made you decide it was something you had to do?

It was very difficult. I come from a traditional family where we were raised to get good grades, graduate from college, and basically work at one company for the rest of our lives until retirement. So you can imagine that making the decision to quit my 9-5 job with a generous salary, health benefits, and a 401K was not an easy decision to make.

I sat on the idea of starting my own business for a few weeks until one day I was watching videos on Youtube looking for inspiration when I came across a video by Marie Forleo. I'll never forget watching that video where she talked about how anything in life is figureoutable because that was the moment I KNEW I had to quit my job and take a chance at entrepreneurship.

Hearing those 3 simple words changed the trajectory of my life and my career for the better - but it all stemmed from the belief in myself that I was capable enough to figure anything out.

How do you keep up with being the go-to girl of Facebook?

I never sleep or shut off my computer. Ha! Just kidding, that would be insanity. However, I do spend a lot of my time during the week learning about the latest updates to the platform, researching trends, and testing new campaigns with my clients to make sure I am on top of what's currently working in my industry. I also have team members that support me with a lot of the day to day tasks so that I can stay in my zone of genius and not get pulled in a million other directions.

Where do you see Facebook marketing going in the next year? Where do you want it to go?

I see Facebook marketing moving away from the typical direct response type of approach that we're all used to and shifting towards a more customer centric, value-based approach. With all of the negative press that Facebook faced in 2018, their top priority this year and in the future is going to be all about creating a positive customer experience on their platform. Therefore, every aspect of our marketing efforts on Facebook need to reflect this from the images we choose, to the copy we write, all the way to how we make an offer and ask for the sale.

What would you say to the person who is nervous about starting their own business?

It's okay and normal to be nervous, all you have to do is find the courage within yourself to take the first step. From there, it's all about wholeheartedly committing to your idea and continuing to believe in yourself and trust yourself throughout the process.

What is the most frustrating thing about being a Facebook consultant and how do you handle it?

The only thing that frustrates me about what I do, is that I'm not able to help everyone that comes my way. Unfortunately, not every business is ready for Facebook Advertising so I have to turn away a lot of clients that aren't the right fit for my services. The good news is I have an amazing network of business contacts that I can refer those potential clients to so that they can still get the help their business needs even if I'm not able to.



Photo © @meg_marie_photo

Childhood dream job. Professional Ballerina.

What are some go-to tips you would give someone who is struggling to master Facebook Advertising?

My first tip would be to map out your Facebook advertising strategy from start to finish if you haven't already. You'll want to include your goal, audience information, targeting options, budget, types of content you'll be promoting, and KPI's.

I would also encourage anyone who is struggling with Facebook advertising to spent time diving deeper into 3 core areas of your marketing: your audience, your messaging, and your offer. From my experience, these are the most important elements to any successful Facebook advertising campaign and most people who struggle to get results are still unclear in one of these 3 areas.

My final tip would be to focus on promoting offers and content that are proven and working within your

business. Let's say for example, you have a blog post that consistently gets a lot of engagement and organic shares. Running ads to cold traffic with this blog post would be a great idea because it's only going to help amplify the engagement on this post.

Finally, remember that Facebook advertising is all about testing and trying out new strategies in order to learn what works best. You don't have to spend a lot of money to get this data either!

What's the biggest risk you ever took?

The biggest risk I ever took was starting my business, buying a home, and then moving to a completely different state all within a 6-month time frame. Doing all of these things at once went against all of the traditional wisdom that I'd ever been given in my life but I made it work because I literally had no other choice. I'm a much stronger person because of it and now I know whenever I'm faced in a sink or swim type of situation - I'll always figure out how to swim and no one else can tell me what I'm capable of or not. *~*

tips from jaymie

Best tip for new leaders.

Always lead from the front by example and don't feel like you have to know how to do everything. It's okay to admit that you don't have all the answers and then make it a point to study and learn the answer.

Best tip for staying motivated.

Whenever I feel unmotivated and want to give up, I remind myself of another hard time in my life that was I able to work through in the past. This type of self-reflection reminds me of my power and strength so that I can keep going in those difficult moments.

“If you want to be a better marketer don't fall in love with marketing, fall in love with taking care of your market.”

jaymie tarshis | [@theadexpert](#)

tara hunt



on making that moneyyy

“
Learn to talk
about money.
Early. And often.”

toronto, canada

CEO & Partner

TARA HUNT

CEO & Partner | Truly Inc. | trulyinc.com

get to know tara

What's your favorite binge-worthy show?

The Marvelous Mrs. Maisel.

What's your favorite song?

Freedom by George Michael.

**If you were a pair of shoes,
what would you be?**

A pair of Fluevog Masayo's.

What does it mean to you to be known as a “pioneer of online and social marketing?”

That label is something I'm pretty proud of because it means that I stuck my neck out long before this stuff was a trend or even known. I stuck my neck out because I believed so strongly in the power of the web to connect people to people, people to brands and even brands to brands. I had dozens of people dismiss me, call me crazy, and even try to stop me, but I persisted on passion and faith. I was a single mom with no savings, no funding, no networks...so I was risking everything, but I didn't hesitate for a second because I knew that my theories were right.

Not everyone gets to pursue their calling like that, so I feel fortunate.

What drove you to write “The Whuffie Factor” and how did it impact your career?

I was approached by a literary agent who had been following my growing online following in the mid-2000's and she pitched me on writing the book. I didn't even know where to start. That title was something my (eventual) publisher came up with. Danielle Svetcov, from Levine Greenberg (now Levine

Greenberg Rostan Literary), helped me put together a book proposal. The working title was “How to Be a Social Capitalist: using the web to build your brand.” The five steps came to me while I was talking with a woman who owned a local business about how she could use the web (the term social media was not coined yet and I didn't use it in my book) to grow her business.

It was the heyday of publishing because a sample chapter with an outline for the rest of the book was all that was needed to be purchased by Crown Publishing for well into the 6 figures.

“Don't assume that others will recognize what you've done. You need to tell your story.”

As far as the impact on my career goes, writing a book and getting published in 7 languages worldwide definitely helps open doors, but I don't think I leveraged it as much as I should have. And I really should have followed up that book with others. I moved onto other things (building a startup, which is a whole other story) and lost momentum.

What tricks of the trade have you learned after being a CEO who has to wear many hats?

I can do almost every part of my team's job - not expertly, but definitely adequately - because I had to learn to do everything myself. From writing to editing

a video to programming a webpage to buying media to organizing an event to doing business taxes to business development to writing contracts to graphic design and beyond, I have had to do it myself over the years.

This makes me a bit of a pain in the butt for my staff, who would likely prefer it if I didn't mess with stuff. But it's such an advantage to understand every aspect of the business. It gives me great insight into other businesses as well. I can understand how all of the parts fit together.



Childhood dream job. Pirate (really).

Can you name one thing that brands do that has become your biggest pet peeve?

They spend the majority of their budgets on short-sighted, hand-waving tactics - mostly paid media - and they don't approach their marketing with a long-term strategic view. They throw all sorts of energy and money behind a campaign, then when the campaign is over, they're chasing the new thing.

What qualities and experiences do you look for when hiring?

I look for people who are: obsessive-compulsive about the details (they read the instructions and don't have typos), analytical (step back and focus on the bigger picture to figure out the best long-term solution to a problem - I'd prefer an "it depends" answer to a rushed one full of bias), and who are a bit quirky (they

geek out about something). I also look for a certain fearlessness. This doesn't mean that they aren't self-conscious or nervous, but that they are willing to stand up for what they believe.

What motivates you to give back to young female entrepreneurs? If you could give them one piece of advice what would it be?

First and foremost, I don't want future generations of women to have to face the same hurdles I've had to face (which are nothing compared with previous generations). I want to see everyone reach their potential with as much ease as the next person (I'm also very interested and focused on the intersectionality of race, sexuality, class, ability, etc as very real barriers to knock down). That's mostly what motivates me, but I also think that the business world would be much better with more diversity in leadership positions.

As far as advice goes? I guess I'd say that you need to work hard and pay your dues, but if anyone ever tells you that you owe them more than the next guy, walk away. That person isn't helping you for the right reasons. And, furthermore, anyone who discourages you from your path has their own motives.

Stay strong. *m*

tips from tara

Best tip for new leaders.

Nobody knows what they're doing. Not really. 10 years. 20 years. 30 years. It doesn't matter how long you've been in a position of leadership because there are thousands of variables at any given time.

As a leader, it's your job to look at the landscape and make the best decision for all...this will always be harder than it sounds. Also, surround yourself with people who you can trust and who are smarter than you and give them the tools they need to be successful.

“When it comes to success I focus on how I want my life to look for me - I want to spend less time working - so that means I need to put a bunch of things into place in my business and life that help me get there.”

tara hunt | [@missroque](#)



best tip she ever got

“Don’t let the perfect be the enemy of the good. Just get started. Perfection will come.”

Director of Strategic Planning

NNEKA CARRIE UDE

Director of Strategic Planning | Geometry Global | geometry.com

get to know nneka

If you were a pair of shoes, what would you be?

A pair of Helly Hansen Winter Boots.

What do you do after you wake up in the morning?

I pray and sit with God.

What's your favorite binge-worthy show?

Game of Thrones!!!

You said that you were an introvert as a kid. How do you think this aspect of your childhood personality brought you to where you are today?

I think it's made me far more introspective than normal. Most people don't realize that introverted kids and people are actually pretty perceptive and naturally curious. As a strategist that has clearly served me well. I don't think you always have to ask the right questions to get the information you need from people. People will tell you what they want you to know, but does their behavioral match? The art of behavioral observation is key.

What do you think has been the key to your success as a strategist?

I'm curious beyond measure. I honestly surprise myself with the places my mind will wander to. That sounds random but it's not. I'm keen to following breadcrumbs to see where they lead. And in this digital era, following breadcrumbs has become increasingly easy and important. The phrase "you don't know what you don't know" is not only powerful, but also a philosophy that guides my work. I've discovered some of the best resources, ideas, products, places, people, etc by being brave enough to seek answers to questions I wasn't quite sure how to ask. My goal

as a strategist is to challenge the status quo - both in the agency world as well as with our clients. We are living during the one time in history where people are moving as fast as time, making it increasingly difficult for industries to keep up. You have to stay curious to stay relevant.

How do you approach a challenge?

I'm a thinker and a researcher. I like to gather information from multiple sources, pressure test things with people, and think some more before I formulate an approach. There's so much information out in the world that sometimes it's hard to filter what's real and what's fake. At the end of the day, I have to focus on the desired outcome and not the challenge itself. If you can get everyone aligned to what we want the outcomes to be, then tackling the challenge just became that much easier. The goal isn't to get people to align to YOUR direction, but rather a agreed upon a mutual outcome.

You encourage people to travel as a means to gain cultural perspective. Has there been a specific trip or part of the world that has helped inspire your perspective?

Africa. I like exploring places that are misunderstood and misrepresented by mainstream media, solely because my goal is to always destroy cadence of a monolithic story. That's what Africa represents to me. The differences in cultures, customs, ideologies, etc. are profound. Regionally, countries in West, South, and East Africa are vastly different - starting with their colonial history. My travels on the continent have been eye opening.

What’s also been amazing to me is how unconsciously connected behaviors and philosophies are across the diaspora. The displacement with the African diaspora stems from two sources - the transatlantic slave trade (historic) and economic immigration (modern). Being someone who grew up with my feet rooted in the diaspora (my mother is Mississippi born and my father and stepfather are Nigerian), I have a strong appreciation for what it means to be Black, a racial concept, and what it means to be African - where one’s identity isn’t focused on looks or nationality, but rather ethnicity.

As I evolve in my career as a marketer, marketing to the values of ethnicity, on the continent, has become a point of intense curiosity.



Childhood dream job. Supermodel.

What inspired you to start THE PATH?

I love a good proverb. One of my favorites goes a little something like this: “History will always glorify the hunter, until the Lion learns how to write.” It’s a powerful summation of what happens when the most powerful creatures (or cultures) are only viewed through the lens of someone else’s experiences?

Welcome to THE PATH was born out of the need to include faces from the African diaspora in the global business and tech narrative. We celebrate their work, voices, and accomplishments and give them a space to share their experiences and perspectives. Essentially, we are giving the lion the tools he or she needs to write their own story.

What would you consider the most pivotal moment or experience within your career?

Hmmm. This is a tough question to answer as I think I’m on the cusp of the most critical and/or pivotal point of my career right now. I’m at a crossroads that’s hard to explain, but I am at the most confident point of my professional being. If I know anything, this is where great moments come to life. This is definitely a question we should circle back to.

If you could change one thing about marketing industry what would it be?

For me, there isn’t just ONE thing but two.

First, we need greater diversity and we need to understand that the diversity that is embedded in gender, race, and sexual orientation matters just as much the “experience” diversity that many companies are more comfortable leaning into.

Second, I would like to see more black/African and Hispanic creatives and strategists be given a voice that is welcomed beyond the duration of a “multicultural” client ask. We are thinkers and the general market looks, talks, and thinks more like us than what you believe. Check the numbers, they don’t lie. *nm*

tips from nneka

Best tip to a college grad.

Don’t let anyone dictate your career path. Define it for yourself. Take risks. Ask for what you want.

Best tip for getting your hard work noticed.

Build relationships and don’t be afraid to advocate for yourself. You want to make sure that when you are not in the room, someone is speaking up for you. That someone is a sponsor, who has the ear of the audiences you wish to influence.



on getting hard work noticed

“ Don’t be shy.
Be proud of what
you’ve done and
take credit for it. ”

Social Media Consultant

JENN HERMAN

Social Media Consultant | Jenn's Trends | jennstrends.com

get to know jenn

What do you do after you wake up in the morning?

Check social media notifications.

If you were a pair of shoes, what would you be?

A beautiful sparkly Jimmy Choo pump.

Early bird or night owl?

Total night owl.

How can Instagram become the best platform for branding yourself as a marketing professional?

Instagram is an incredible community building platform. Engagement is higher on Instagram than other social media sites and people actually check and respond to their direct messages. So it offers you an incredible platform to build your brand - to tell your story, share your voice, and show your expertise. But it also affords you the opportunity to collaborate with other experts and leaders in your industry and space to build those relationships that show them who you are and why you're so valuable.

What inspired you to start Jenn's Trends and sharing your knowledge on social media marketing?

Honestly, I was bored! Lol! My blog started as a hobby as a way to help educate small business owners on the advantages of social media and how to overcome the hurdles of getting started. These were challenges I was overcoming at my day job and I figured other business owners could learn from them too. I had no real strategy when I started. But then I had an epiphany and was determined to become a speaker, so I focused my energy, created a strategy, and started creating content with that goal in mind.

As someone who has achieved a variety of awards and successes, what advice would you give to a woman who is just starting her career that has similar aspirations?

My best advice is to always stay true to yourself and to have a voice of your own. There are so many people out there doing the same thing and if you're repeating the same information or shelling out the same tips, you're not going to succeed. You have to have an opinion and a perspective of your own - even if you agree with others, add your perspective or insights to it. And own your personality.

If you're fun and quirky, show that off! If you're quiet and shy, embrace it. If you're a pencil-skirt-wearing-high-heel-walking-diva (ahem, yes, that's me), that's great too. When you are true to your voice and style, you'll stand out from the crowds and attract the right audiences for your brand.

How do you balance the relationship between creative content and data analysis?

I think I'm lucky because I am a right-brain, left-brain person so I love both aspects. But the data always governs the content. You need to give your audience what THEY want. If they want more photos of me (which my analytics show), then I give them more photos of me. If they ever (God-willing) stop wanting photos of me, I'll stop posting them. Once you know what works, then you get creative around that content. You find creative ways to showcase that, play with fonts, colors, and layouts to get better results. But it all comes back to the analytics and what performs the best.

What three questions do you ask yourself before designing a social media strategy for a new client?

First, what are their short term/long term goals and I like these to be both qualitative and quantitative so we can measure them. I also want to know what success looks like to my clients because we all define that differently. Secondly, I need to know their audience demographics. Thirdly, I want to know what scares my client in terms of social media. Because once I know that, I know how to mitigate those concerns with their content strategy.



Childhood dream job. Librarian.

Where do you see Instagram marketing heading?

The sky is the limit! Instagram is constantly adding more and more features for business profiles and they understand that this is an active marketing platform for so many business so they will continue to add more functionality and resources for businesses. I expect us to see a lot more in-app integration with 3rd party tools where you can purchase, reserve, order, book, etc. directly from within Instagram. I expect to see much more integration for shoppable posts, not just for product-based businesses.

I expect to see more ways to communicate with customers and handle customer service conversations and client questions - things like direct messages, chat bots, and automation tools. We should see the option for 3rd party video streaming into Instagram Live videos to allow multi-camera and external camera

feeds. We will also see much better analytics, for regular feed posts and Stories, in the future.

You made a successful career for yourself during the beginning stages of Instagram. What are some ways new marketers can profit and build a career for themselves from Instagram today?

It's so much easier now! Now there are way more tools and features to facilitate branding and growth and there are so many more resources to learn about Instagram tactics and strategies. But the first thing to do is to determine your "why" for using Instagram - why are you using it, what do you want people to learn about you from it, how is it going to help you build your brand?

Your content then has to fit around that end goal. If you're looking to establish yourself as a marketing expert but all of your photos are of you doing sports, those don't align. Or if your content is so varied that it covers every aspect of your life, that doesn't tell people anything about you as a professional. While it's great to incorporate some personal content for perspective, it all needs to align with your end goal and when someone is visiting your profile for the first time, they should be able to tell exactly who you are and what you do. *m*

tips from jenn

Best tip to a college grad.

Who the eff knows what they wanna do for the rest of their lives when they're 22 years old??! Try something new, do something else, learn some more, make some mistakes, live life through experiences, and figure out your passion and career along the way. I mean, make money while you're learning and experiencing but don't feel pigeonholed into one thing forever.

Best tip for getting your hard work noticed.

Don't be shy. Be proud of what you've done and take credit for it. Give credit to others when it's due and share in the rewards when they are offered. But do not sit idly by waiting for someone to notice what you do. Tell your boss, bring it up in your annual reviews, tell your friends and co-workers what you accomplished. You deserve to be recognized.

“We stop being creative and just go after “what works” without even knowing that something different may work better for our own audiences.”

jenn herman | [@jenns_trends](#)

on staying motivated

“ Be playful and spontaneous. ”



Vice President of Marketing

SOFIYA DEVA

Vice President of Marketing | [Zenmedia](#) | [LinkedIn](#)

get to know sofiya

Favorite flavor of coffee?

Madrasi coffee, with a hint of chicory and a big scoop of collagen.

What's your favorite binge-worthy show?

Just finished Downton Abbey! I know, late to the party.

What did you do when you were 23?

Practiced yoga ALL the time.
[#cantstopwontstop](#)

For someone just getting started, what advice do you have in conveying genuine beliefs or goals in a job interview?

Look for the common ground, and be curious about the interviewee and the company. What can you share about what you care about and are driven by, that will be relevant for the position and the person you're talking to (This may require some research).

For example, if you're applying for a marketing position at a tech startup, bring up a case study in that industry that inspired you. Needless to say, keep it genuine. It's usually a first meeting, so I'd avoid monologues and big declarations. Instead, build rapport, let the conversation flow naturally, and be considerate of the context.

How has working in an all-female company impacted your career?

It's inspired a great respect for women's professional journeys — how complex and multifaceted they are. We juggle duty, passion, motherhood, dating, aging,

and so much more. And I suspect that the more we as a culture invite women (and honestly, men as well) to show up in their wholeness, not just as professionals, but as people, the more we can mine all those amazing life experiences to do good work.

Where do you see women limiting themselves and how have you grown to conquer your own limitations?

I see women limiting themselves through over prioritizing validation and consensus. It's one thing to be empathetic, and to integrate different perspectives (that's super valuable!), but it's another to look for your "basic okayness" outside of yourself. It's healthy to debate, disagree, and to challenge. Conflict is a big part of trust.

I don't know if I've fully conquered this, but when I begin to see this behavior in myself, it sets off an alarm. Usually, I'm just tired and overworked and feeling out of touch with my own sense of purpose and engagement, and looking for it in the wrong places.

What would you say to the person who is afraid of being authentic in the workplace?

The first thing I'd say is being authentic is about your relationship to yourself. Everything else follows from that. It's not a performance, or even a stance. It can be a commitment, but it's not necessarily a switch you flip.

Workplaces vary in terms of etiquette and creative license, and being authentic or inauthentic isn't a strict binary.

You can abide by your workplace's social norms while still being honest with yourself about your experience. What do you love? What do you hate? What do you want more or less of? What are you willing to risk? What are your values? You don't have anything to lose by asking yourself those questions and being in touch with your own experience. And when you have that capacity, you can then choose how and when you share it with others.



Childhood dream job. Country music singer.

How can personal branding make a difference in your career?

I think it's Sheryl Sandberg who said to think of your career as a jungle gym rather than a ladder. Having a strong personal brand enables you to do that, to make big, unexpected, bold moves across industries, and departments. It allows you to build a reputation for bringing a certain X factor to the table, whether that's a deep understanding of culture or innovative thinking.

What are some practices you use when leading your team?

The main thing I'm trying to practice lately in my role as a leader is mapping contribution instead of assigning blame. When something goes wrong, there's a natural tendency to try to figure out whose fault it is. But most of the time, the issue is a product of miscommunication and the responsibility is spread

across many touch points. For there to be a culture of initiative and ownership, there has to be psychological safety. And for me, that means moving away from blame and towards understanding.

What would you say to the aspiring marketer who wants to make an impact on the world?

Become a careful observer of the world around you. Marketing is all about understanding the moment we live in. What moves people? What makes them feel stuck? What are the engines of connection? What are the forces of alienation? What are the stories that matter, and to whom? If you care about those questions and pay close attention to how they're being answered, you'll be well positioned to craft the right messages and choose the right distribution channels without becoming a dogmatic and dull tactician.

If you had the attention of every marketer what would you say to them?

It's natural to be obsessed with the new and the young, but don't forget to take a stand for wisdom and experience, both in hiring practices and in representation. Learn to tell better, more inclusive stories. You have a tremendous power. Wield it as a force for good. *m*

tips from sofiya

Best tip for getting your hard work noticed.

Share the whole process - what you learned, what you enjoyed - as well as what you achieved. It will show people your commitment and engagement, as well as your ability to deliver results.

Best tip for making that moneyyy.

1) Train yourself to look for the untapped opportunity, 2) get really good at organizing resources, and 3) lead people, with an abundance mindset.

“When it comes to success, a life defined by fulfilling relationships and creative evolution. By contributing in meaningful, positive ways... In short—a life driven by values.”

sofiya deva | [@sofiyahyder](#)



advice to every marketer

“ Be a good listener.
If you’re not
listening, you’re
not learning. ”

Chief Marketing Officer

PENNY WILSON

Chief Marketing Officer | [Hootsuite](#) | [LinkedIn](#)

get to know penny

What did you do when you were 23?

Data Science in finance.

What's your favorite song?

Europa by Santana.

What do you do first thing in the morning?

Exercise!

What is your strategy behind building powerful teams? What go-to qualities do you look for when hiring?

When building a team, you have to listen to your core values, always let your values be your guide. When you don't listen to your core values, that's when you can go off track professionally or personally for that matter! On a more practical level, I look for people who thrive in a fast-paced environment.

What drew you to the marketing industry? Were there any experiences growing up that influenced your passion for this field?

As you can probably tell from my background in IT and finance, I have a passion for numbers and data. But I also have a passion for neurology, and at one point even founded a company specializing in neuro-based learning. I love the science behind marketing, where decisions can be developed or changed based on data. Marketing is the perfect combination of IQ and EQ, and the perfect intersection of my passions.

What has been the most rewarding part of your career and various projects thus far?

Leading software companies where technology is an integral part of the customer's success and customers drive us to innovate in ways we have not even thought of. But being a part of Macromedia's sale to Adobe for \$3.4 billion wasn't bad either!

How has your international experience shaped the way you approach your career today?

I have been so fortunate in my career to have been given ample opportunity to travel internationally. In the next month alone at Hootsuite, I'll be in Toronto, London, Singapore and Sydney. Being a global company offers us more diverse perspectives which contribute to both a healthy work environment and more opportunities for success.



Early bird or night owl. Early bird - sometimes both.

As someone who has been successful in multiple executive positions, what advice would you give a woman who is just starting her career?

At risk of sounding like a broken record, I'll say it anyway: don't be afraid to fail! So many people become immobilized at the first hint of risk or adversity. We all fail at times in our careers, and truly, that is when we learn the most. Whether it's changing careers or strategies, there is always the chance you can fail. But don't be afraid to try.

“Take time away from the office doing what recharges you.”

What are some tricks to keeping a work/life balance?

Take time away from the office doing what recharges you. I like to hike in the forest with my two dogs, spend time with my family and travel. Last week my husband did a yoga class with me for the first time! It's so important to carve out quality time from the office, although admittedly, sometimes it's hard.


What experience or training do you think every marketer should have in order to be successful in this field?

People come into marketing with a variety of life experiences, backgrounds and education, and I love that about marketing. As I mentioned earlier, different perspectives contribute to the overall health of an organization. Marketing is a team sport. But the skill, rather than experience or training I believe everyone should cultivate is listening. Listen to colleagues, employees and above all, your customers. At Hootsuite, we are listening at every stage in the customer journey. I try to help build a culture that allows the customer to direct us, versus us trying to direct a customer. I've always been a proponent of letting the customer lead. Marketing is no longer on send, we need to be on receive mode.

If you had the attention of every marketer what would you say to them?

Be a good listener. You have to listen to both your customers and your employees. It's so important. If you're not listening, you're not learning. And frankly, if you're not listening you can't grow as a human being or as a company.

What's the biggest risk you ever took?

Making the switch after 10 years from a successful career in finance to a failing public technology company. It proved to me big risks lead to big rewards. 

tips from penny

Best tip you ever got.

Don't be afraid to fail. (advice from my dad)

Best tip to a college grad.

When you are a new grad you are going to make mistakes. But when mistakes are approached with an open and learning mindset, they are one of the best opportunities for personal and professional growth.

Best tip for getting your hard work noticed.

There is a theme here! Although you may not see the merit in failure now, being willing to try new things and stretch outside your comfort zone is one of the most valuable traits you can have in your career. Even if you fail on occasion!



on making an impact in the world

“Dedicate time to doing something that makes your heart sing.”

Director of Social Media

LEILANI WILLIAMS

Director of Social Media | Artisan Council | artisancouncil.com

get to know leilani

What did you do when you were 23?

Spent one month in India.

What do you do after you wake up in the morning?

Walk my dog.

Favorite Instagram account for inspiration?

Makers Women [@makerswomen](https://www.instagram.com/makerswomen)

As a Director of Social Media which social media platform do you feel is most important for B2B/ B2C brands? Which do you prefer when it comes to branding yourself?

The social media platforms that work best for B2B and B2C brands are extremely different, in my experience. It depends on variations between each brand and what their product offering is, however I find that Instagram is currently the best for marketing B2C products, while non-traditional networks that provide reviews (and paid search) are better for B2B.

For branding myself, I enjoy all different social networks for different reasons. I maintain a protected image of myself on Instagram because I am connected to so many of my clients and staff, but even so it's probably the most relaxed and honest version of myself.

You mentioned how you think robots will become a larger part of our industry, how do you see this impacting the marketing field?

Marketing automation is necessary today. There are some things we just don't need to be doing and automation helps us concentrate on the things that robots can't do. I haven't seen automated technology

that is able to decipher a complete marketing strategy or what a brand's voice should be, and I'm not saying I think they should - there are so many things that robots will never be able to see in plain day, with the common sense of a human brain. At a cost, there are already some really incredible tools available to make a marketers life easier, but I'm excited about them becoming a more attainable, helpful part of a marketer's everyday life.

What goals have you set for yourself professionally?

We sit down with every member of our team at the start of each year and help them set short, mid and long-term goals. Mine tend to be more related to client acquisition/business development as well as team retention, but besides that I also personally set goals that indicate I'm growth each year. Growing in terms of ability, knowledge, management skills as well as financially. It's really important to take the time to write these down and check in regularly with yourself, so it doesn't get to the end of another year and feel like you haven't made any progress.

What would you say to an individual who feels stuck in their career?

Brainstorm! Think of the reasons why you feel stuck, and try to find paths or opportunities to address them. Picture yourself in various new roles, at a new company, in a new country, in a new living situation etc. Work out which of those things excites you the most, and go from there. You could even start applying for a few different jobs and interviewing, to see if that naturally pushes you in a direction

that feels right. Put yourself in some uncomfortable situations, and it will start to become clear where you might need to make a change. Also, instead of saying “I always wanted to try living abroad”, or “I’d love to just live by myself instead of with roommates” etc, make a plan to make that happen! Set yourself some personal and financial goals to make it happen, with small milestones so you know you’re on a path to making it happen.



Favorite tea flavor. Matcha!

What tips do you have when it comes to client acquisition and retention?

When we started Artisan Council, client acquisition strategies were very different to what they are now, five years later. We were small, we didn’t really consider ourselves an ‘agency’ and we didn’t have any US based experience. We price ourselves ridiculously inexpensively and worked above and beyond client demands to prove ourselves. Since then, our quality of work has started to speak for itself and drive client referrals, but it definitely took a couple of years of super tough work and a lot of cold outreach.

Transparency, no matter where your business is at, is key. We have always promoted the size of our team, our clients and experience, but we have also been honest about the amount of work we put into our client’s accounts so that they appreciate our value. We’ve worked collaboratively with other agencies and

been shocked at the minimum amount of work they have done for huge fees, so if you have the potential to do that, I would recommend it simply so you can be sure of where you’re pricing yourself in the market is good value to your clients.

We have a pretty strong retention rate of our clients compared with other agencies; some of our clients have been around the entire 5 years of our existence! An agile work culture is key; the ability to grow and change with the client, their needs, and the world of marketing will certainly improve your retention, as will being honest and transparent along the way, and constantly coming to the table with fresh ideas and an understanding of the need to think outside the box. At the end of last year we started implementing Client x Agency 360 reviews where the client reviews our work performance, as well as the relationship and workflow processes. I think this is helpful in taking the time to take a step back to appreciate the things that are going well, and improve upon the things that aren’t going as well.

For some clients, they will inevitably need to move on at some point for various circumstances, however, and that shouldn’t be taken personally. In this case, always ask for feedback so you can improve in any areas, if applicable. *m*

tips from leilani

Best tip you ever got.

You should never compare yourself with people around you that are perceived to be ‘doing better than you’.

Best tip to new leaders.

In a leadership position, you have a responsibility to mentor those subscribing to your leadership. Don’t abuse the leadership position you have earned or been given; someone believes in you, but the world doesn’t end with you so be selfless with your leadership. Of course self-care is extremely important, and you need to look out for yourself as well; rest is crucial to success and great leadership.

“Both self-doubt and doubt from men in the capabilities of women, are holding women back... You are worth it, you are stronger than you think, and no, you do not need a man to verify your authority.”

leilani williams | [@instalanigram](#)

on getting hard work noticed

“Tell your mom,
aunts, and your
grandma, because
they will tell the
world.”



Food Blogger & Author

CHELSEA COLE

Food Blogger & Author | [A Duck's Oven](#) | [Cook Book: Everyday Sous Vide](#)

get to know chelsea

Favorite flavor of coffee

Black coffee, all day, every day!

Favorite Instagram account for inspiration?

[@nicoleayang](#). As a marketer, I'm a sucker for great branding, and her style is so beautiful and fun!

How do you define success?

It sounds cliché, but happiness.

What sparked you to combine your passion for food and marketing as a career?

I'm about to seriously date myself. I started food blogging way back in 2010, as I like to say, before it was cool. Even earlier, though, when I was 15, I taught myself how to code because I wanted my MySpace profile to be the coolest one around, and I totally succeeded. So, I was able to customize my blog on blogspot.com and I was comfortable teaching myself how to learn new skills online and iterate.

The moment I had my very own kitchen and was tasked with feeding myself (and let's be real, boyfriend, too), I fell in love with cooking. I quickly went to work teaching myself the basics and it became an outlet for the stress of college and my part-time job. And so, the food blog was born. I still use it as a stress outlet from work and life, and it's my true source of joy.

After spending the entirety of my early twenties pivoting between careers, I finally landed on the winner at 24: digital marketing. I was having so much fun working on my blog beyond the cooking: the website design, social media, email list, submission sites, networking. It took me four full years to realize that this was marketing.

Since then, I've been very intentional about the type of marketing I do. Although I've freelanced for a variety of businesses, my passion truly is food, and my day jobs have been marketing for food brands and restaurants. Then I go home, cook, and work on my blog. Life is good, people.

What tools, books, newsletters etc. do you use to keep yourself up to date with the marketing industry?

I am a huge fan of podcasts and audiobooks, but I'm selective about subscribing, otherwise, I become overwhelmed. I'm a huge fan of newsletters too. Especially, The Daily Carnage! I also like the Newsette, Create & Cultivate, and Girlboss Diary.

“I was comfortable teaching myself how to learn new skills online and iterate.”

When starting a new digital marketing project, where do you start? Where do you find inspiration?

Usually, I get a seed of an idea. I carry a notebook-planner hybrid with me everywhere I go, and I dedicate a page in the notebook to this idea and jot down the details as they come to me. I find podcasts that are relevant to the subject, experts who have gone before me, and absorb as much information as I can. Usually by this point, I know if it's a go, so I set a deadline and build out an Asana project working backwards from that deadline. Then it's all systems go!

What roadblocks have you hit in the food marketing field and how did you overcome them?

This isn't specific to food marketing, but I'll at least use a food related phrase: too many cooks in the kitchen when it comes to branding. There is nothing more frustrating than six people with six different strong opinions about your brand voice and personality. Rely on the research about your target audience, and let three people max take it from there. In my role now, my director and I let people give feedback on projects at the very beginning and at the very end, but not in between.



Favorite binge-worthy show. *Gilmore Girls* #basic.

What are the best ways to start a profitable blog today?

One of the most sure-fire ways to get yourself off on the right foot is to pick a niche. I started so early that I don't have a niche, but I've garnered a reputation for being a resource for sous vide cooking and a little over a year ago, I totally changed my branding to something very unique (see my Instagram @aducksoven). These two efforts have seriously upped my blogging game.

How do you continue to stay relevant as a blogger as blogging continues to grow?

It's hard. In some ways, it's hard to know what relevant even means anymore, especially for blogging. Staying as up to date as possible is crucial, and unfortunately for bloggers, usually means adding new tactics and

tricks to your existing workload, not replacing. I always just jump in and try something, even if I don't have the skillset at all or don't think I know how to do it. Lately, that's been video. You can't be a blogger today and not do video, but I've never done it, and I'm too cheap to outsource it, so I'm just doing it. My first few videos haven't been stellar, but I'm getting quicker and better with each one I shoot and edit. This applies to nearly everything I've done as a food blogger and a marketer.

You said that you use a 'test-and-learn' approach. How would you define this approach and how has it benefited you within your career?

I listen to podcasts, read newsletters, and absorb as much information as I can. If I get inspired by something that I think might work, I put a little time (and sometimes, a little money) into it and give it a shot, without fear. Luckily, I've always had bosses that encouraged this, especially during my first official role in marketing, and it allowed me to learn so much, both from the successes and the failures. Since it was always understood to be a test, there weren't consequences if the idea didn't pan out. The confidence to give something a shot without fear of failure has allowed me to stay innovative and do things that stand out. *m*

tips from chelsea

Best tip for making that moneyyy.

Think small. And by that, I don't mean don't be ambitious. I mean count and celebrate every single small money win, and be aware of every small spend. They'll all add up!

Best tip you ever got.

"Let them tell you no." My mother in law gave me this advice when I was a teenager and it's the best advice I've ever gotten.

“The confidence to give something a shot without fear of failure has allowed me to stay innovative and do things that stand out.”

chelsea cole | [@aducksoven](#)



best tip she ever got

“ You will never be happy until you can be happy alone. ”

Founder

LAURA EARLY

Founder | Early: Media Collective

get to know laura

Favorite flavor of coffee?

French Roast.

What do you do after you wake up in the morning?

Make coffee and walk my Shitzu.

Instagram or Facebook?

Instagram, all the way!

You are involved in various community service projects throughout Pittsburgh. Why is it important to you to give back to your community?

As a business owner I feel as though I have a responsibility to help nurture my community and network of supporters. Using the agency as a platform for awareness of non-profits within the greater Pittsburgh market allows me to support charities that I feel make an impact. Ways in which I have supported include events, sponsorships, discounted services, donations and direct individual fundraising campaigns.

How do you balance finding and keeping talent? What are some skill sets you look for in a marketer?

The balance of finding talent and keeping talent is an ongoing struggle. The key elements that I look for when hiring talent are passion, understanding of their key responsibilities, their ability to connect on a personal level and their willingness to work (the trickiest one of all!)

I often choose to give everyone a temporary opportunity to perform. This allows for the creative to show off their skill set and allow me time to gauge their fit within the agency.

What responsibilities as Founder/CMO proved the most challenging? How did you overcome those challenges?

As a business owner and CMO the biggest challenge that I face on a daily basis is balance. The balance of running and growing my own brand while working with my staff and client portfolio to grow their brands. As owners we do it all, we clean floors, plan events, put up signage, think strategically and try to maintain sanity during it all.

I have found it best to prioritize projects so that deadlines stay on schedule as well as, prioritizing time to relax, have fun and think creatively. It is important to know that the creative process is not always sitting behind a desk grinding away - it takes life experiences and interaction to truly be creative in your processes and I make sure to always allow time and space for the process!

“ The perception is that success brings happiness, but it is quite the opposite. ”

When taking on a new client, what tactics do you use to understand their audience and situation to provide them with lasting results?

Early: Media Collective's first step in every project is to understand our clients brand. We offer a full creativity session at the launch of every project where we pull together key players of our clients and our internal

team. We get to know our clients goals, their mission and their general approach to business and we take these findings and apply them to every aspect of their project.

previous two businesses over the last 10 years and I finally took a leap of faith 3 months ago to fully own and operate my business. So far this is one of the riskiest but most rewarding!



Early bird or night owl. Early bird, of course...

What advice would you give someone going into a leadership position for the first time?

Trust yourself and focus on your goals. In a leadership role you have many people looking up to you. It can be nerve wracking! It is important that you don't lose sight of the big picture because of second guessing your decisions. Dig in and enjoy the opportunity. *~*

How do you balance pleasing a client versus doing the right thing?

Wow! Another tough question. My strategy is to first and foremost provide my client with recommendations that I feel are the best fit for their brand. Should a client choose to go in a different direction I will take my time to make sure that they fully understand my initial recommendations and then walk them through their final decisions in a detail fashion so that both the clients and my agencies expectations are aligned.

What are your core beliefs as a marketing professional?

My core beliefs as a marketing professional include: offering a valued product and service that my clients need, delivering products in a timely manner and developing messaging and content strategies that support their mission, vision and goals.

What's something you did that at the time seemed negative but turned into a positive thing?

Making the decision to move to a full ownership role of my agency. I have had business partners for my

tips from laura

Best tip to someone who is afraid to fail.

Believe in yourself. No one and nothing is perfect.

Best tip for making that moneyyy.

ACCOUNTABILITY! In my 10 years of being a business owner this is the one thing that stands out the most. You can make mistakes from time to time and still maintain your success and financial goals. However, if you can not maintain your accountability it will show



on being afraid to fail

“ You’ve survived 100% of your worst days so far, so the odds of surviving failure are in your favor. ”

Freelancer

CASSIE GONZALEZ

Freelancer | [@cmg_media](#)

get to know cassie

Favorite flavor of coffee?

Black Coffee.

Favorite Instagram account for inspiration?

[@Klarna](#) & [@MailChimp](#)

What's your favorite binge-worthy show?

Greys Anatomy.

What advice would you give to someone who is hesitant about joining a startup company?

Find a company whose mission you truly believe in and take the opportunity to get your hands on as many relevant projects as you can. The unique part of working for a small startup versus a large company is the ability to wear a ton of different hats and develop a deeper understanding of how each department is connected.

You recently made the jump to become a freelancer. What excites and scares you the most?

The unknown is both the most exciting and scary part of freelancing. You are the only one held accountable for your success and have to be okay with accepting that responsibility.

How did your background in business help you as you entered the world of marketing?

Having a business background helps to connect the dots between marketing tasks to see the bigger picture. When you have a solid understanding of how marketing affects the company's bottom line, it becomes easier to prove the value of your efforts.

Do you think any childhood experiences have helped contribute to who you are as a professional?

During the 2008 recession, my father was in the real estate business and made incredible sacrifices in order to uphold his standards of ethics. While those decisions ultimately cost him business from large banks in the short term, it was during this time that I learned how important it was to do what's right versus what will make you the most money.



Childhood dream job. Dolphin Trainer at Seaworld

You said that you believe, "success is dependent on the quality of relationships you build." What advice would you give someone who is struggling to build professional relationships?

Remember that at the end of the day, people value authenticity and can sniff out a bullsh*tter. Be yourself, think less about how a relationship will immediately benefit you and more about what you can provide to the person you want to build a relationship with.

How do you uphold a work/life balance?

I like to schedule time for myself and my personal relationships and pay for it ahead of time when possible. I am much less likely to use work as an excuse to skip out on a workout, event or a social gathering if I've already paid for it.


What are some future goals for your career in marketing?

This is the question I struggle the most with because every time I think I know exactly what I want to do, the universe finds a way to prove me wrong. As of now, my goal is to become a truly expert storyteller and a relationship builder

What would you say to the aspiring marketer who wants to make an impact on the world?

Marketers are generally very creative individuals with a ton of wonderful ideas. With that being said, an idea is only going to be an idea unless action is taken. Pick the idea that makes the most sense to you and get to work!

What are the biggest marketing advances from the past 5 years that has you excited for future marketing?

I'm most excited about the developments in artificial intelligence and machine learning which are making it possible to deliver customers more personalized experiences. 

“An idea is only going to be an idea unless action is taken.”

tips from cassie

Best tip to a college grad.

Create your own opportunities where you can! If your perfect position doesn't exist, pitch the idea to a company you would like to work for and explain why adding this position would provide value to the company.

Best tip for new leaders.

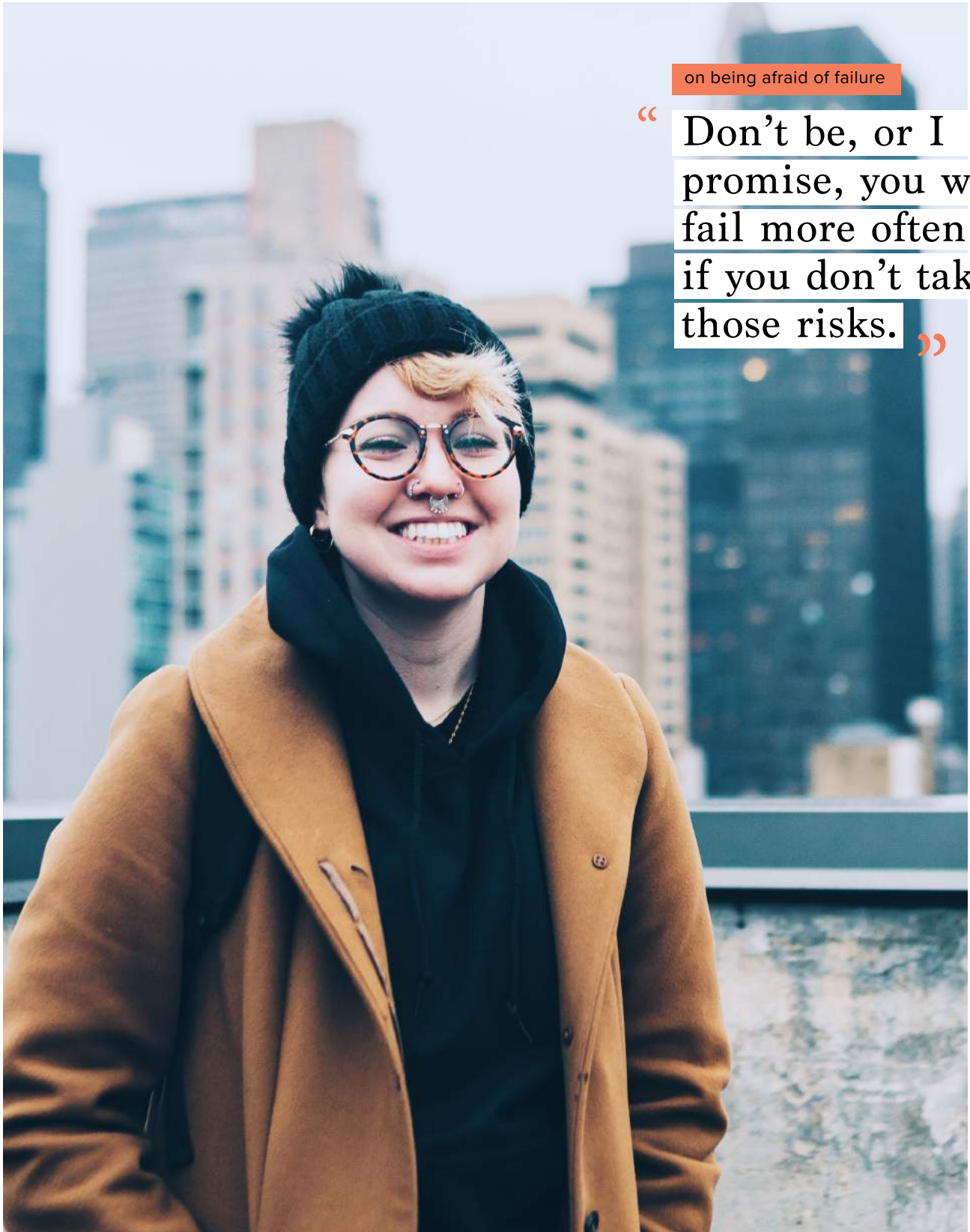
You are never too good at your job to learn from people working under you.

Best tip to someone who is afraid to fail.

You've survived 100% of your worst days so far, so the odds of surviving failure are in your favor.

“The biggest challenge facing female leaders today is finding their voice within a society that expects females to be agreeable and obedient.”

cassie gonzalez | [@cmg__media](#)



on being afraid of failure

“ Don’t be, or I promise, you will fail more often if you don’t take those risks. ”

Founder

ANNA SULLIVAN

Founder | The Creative Exchange | thecreativeexchange.co

get to know anna

Early bird or night owl?

Night Owl.

Favorite Instagram account for inspiration?

[@bestofpackaging](https://www.instagram.com/bestofpackaging)

What's your favorite binge-worthy show?

The Office.

What advice would you give someone who is looking to make the jump to establish their own agency?

I would start by saying I encourage making sure you have in-house experience and agency experience for a considerable amount of time. I have both which gave me an advantage, but I still feel I could have had more of an advantage staying longer and learning more in different fields like new business and finances.

How do you keep your team motivated and on top of the ever-changing digital trends? Are there any tools you use that you would recommend?

We all love using social media personally and are constantly sharing new updates, things we see, and things that inspire us on our Slack account. We also like to test things and make case studies (for fun) on our media site - Concept Kitchen. Other than that we read a LOT of articles.

What inspired you to start The Creative Exchange?

I always knew I wanted to work for myself. In college, I came up with the name The Creative Exchange my

junior year - but at the time wasn't sure exactly what the business would be. By senior year, when I got more into social media and working closely with many small, local businesses, I knew I wanted an agency.

Have you experienced any roadblocks as a woman in the marketing industry? If so, how did you overcome them?

I think if anything, it has been not being taken seriously or firm - but I think it also has to do with how young I am as well (compared to the people I have dealt with/spoken to). I feel I personally have just become more firm and confident in what I am speaking.

“As much as we like to think we don't need help, we can always use it.”

How would you describe your marketing style in 3 words?

Bold, bootstrapped, creative.

Where do you see your agency headed in the future?

We recently shifted to specifically work with food and beverage brands, and being very selective about

other brands we take on outside of that. With that focus, I think it will allow us to do more with Amazon ads, Experiential Marketing, and potentially voice.

Which social media platform is your favorite when it comes to branding yourself? Which is your favorite when it comes to brand marketing?

Definitely Instagram, hands down to both. I am personally a very visual person and the brands we choose to work with are those we know can thrive on Instagram. Instagram gives us the ad targeting power of the Facebook Ads Manager platform, and allows us to really showcase our creative work the best compared to the other channels



Childhood dream job. Jingle Writer

If you had the attention of every marketer what would you say to them?

We need more originality and more care with the money being spent - there are too many companies wasting away ad dollars because they have it and not looking at the bigger picture of what that money could be spent on.

What advice would you give someone going into a leadership position for the first time?

Don't assume you know what you are doing because you know what you have liked or disliked from

previous managers you had. There are so many little things that your previous manager may have implemented that didn't make sense to you until you manage people of your own. On that note, try to be as transparent as makes sense with your team.

How do you define success?

Three things: If my team is happy, if the client is happy, and if we hit our goal in numbers (or understood/learned why we didn't). *m*

tips from anna

Best tip for staying motivated.

Just think about the long term goal and why you are doing what you are doing right now.

Best tip for new leaders.

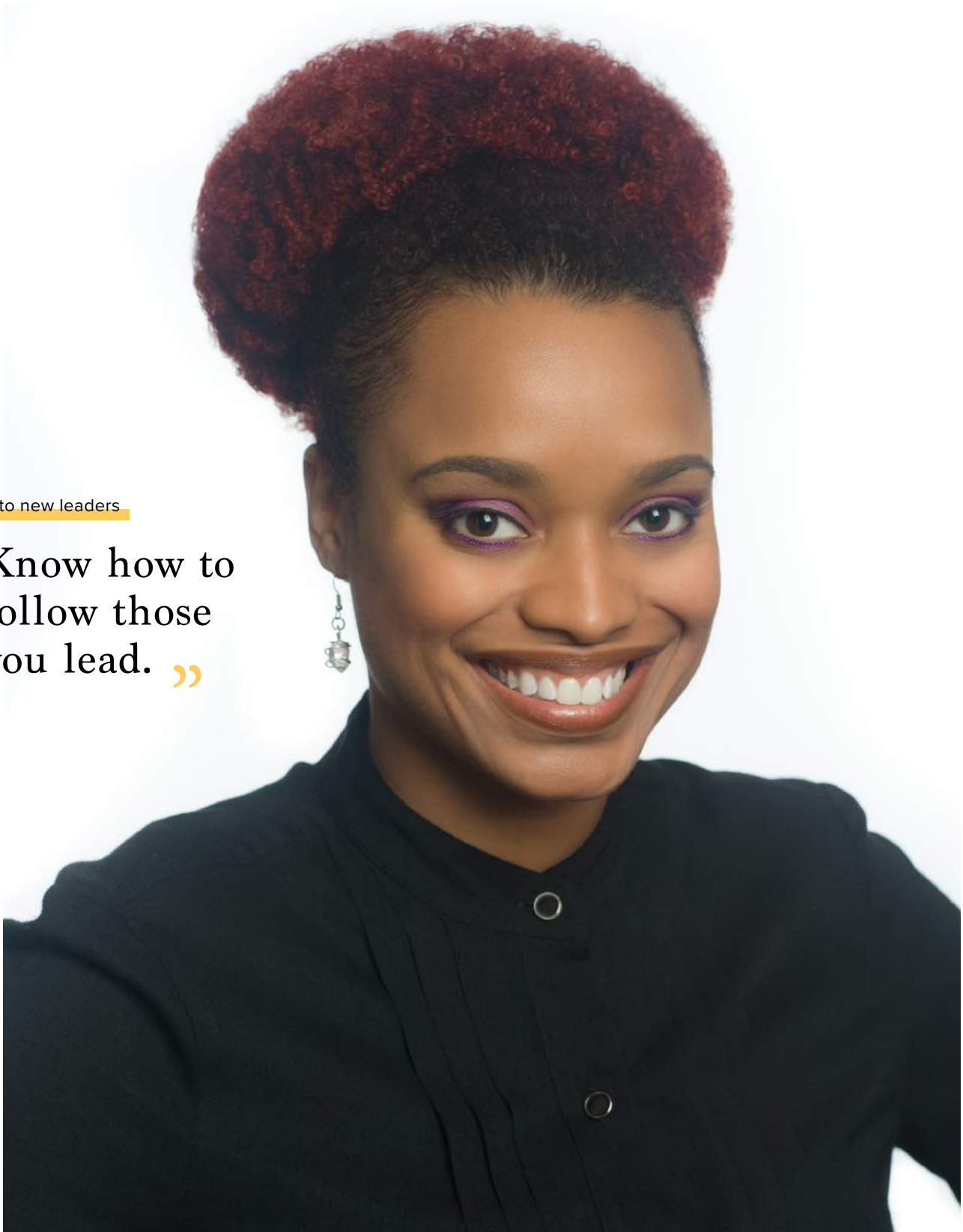
Always have a mentor or someone who has your back to help. As much as we like to think we don't need help, we can always use it.

“As marketers,
we need more
originality and
more care with the
money being spent.”

anna sullivan | [@anna_sullivan10](#)

tip to new leaders

“ Know how to follow those you lead. ”



Keynote Speaker & Author

CRYSTAL WASHINGTON

Keynote Speaker & Author | crystalwashington.com

get to know crystal

Favorite flavor of coffee or are you a tea drinker?

Tea.

Instagram or Facebook?

Facebook.

What do you do after you wake up in the morning?

Meditate.

You label yourself as a futurist. How do you define your work as a futurist in the marketing industry?

My job is to look at potential future trends, pick those that are likely, and share how business professionals can exploit those trends for their businesses.

As a speaker who talks to thousands of people, how do you get to that point where you feel confident speaking your mind to the masses, let alone in a small office meeting?

I'm a bit of an oddball in that, even as a child, I've never been afraid of public speaking. As long as the intention is to be of service and attention is turned outward – are they understanding? – versus inward – how do I look? – it works out fine.

Where do you see technology going and how will it affect the way consumers interact with companies and their products in the future?

Technology is becoming intuitive/intrusive and as a result, we are being mated (fitted) with our devices. American consumers will continue to want personalized ads, offerings, and easy product/service acquisition.

What is the best way to get companies who have doubts about technology onboard when they just want to stick to the marketing way that is 'working'?

One word- Blockbuster. Another company- Yellow Cab. They don't have to adapt, they can simply be dead in the water. It's a choice.

You are the author of two books, One Tech Action and The Social Media Why. Were there any tools or practices you developed in order to ease the process of writing a book?

In each instance, I locked myself in a secluded location with no internet access, television, etc.--only a few books--and just wrote for four days. The end results were my first drafts.

“As long as the intention is to be of service and attention is turned outward - **are they understanding?** - versus inward - how do I look? - it works out fine.”

What was your inspiration and motivation behind writing 'One Tech Action and The Social Media Why'?

Non-techie Baby Boomers who were brilliant but didn't have any technology books written in a common-sense way just for them.

What is the most rewarding thing about what you do?

I get to see little light bulbs go off in people's heads when they realize they're really smart and can easily leverage technology to be more efficient, effective, and connected.



Childhood dream job. Psychologist.

What advice would you give someone going into a leadership position for the first time?

Let your team know that you value their opinions and experience. Listen to them. Once they know that they are truly valued and listened to, they'll follow you anywhere.

How do you define success?

An internal feeling of contentedness when you know you're doing exactly what you were meant to be doing.

What something you did that at the time seemed negative but turned into a positive thing?

I quit my job in corporate America to start a marketing firm. At the time, it looked nuts. Now, I know it was one of the smartest things I've done in my life. *m*

What would you say to the aspiring marketer who wants to make an impact on the world?

I would suggest that they research, study, and research some more. Understand marketing in and out and then, if you want to make an impact, understand what groups you want to serve.

If you had the attention of every marketer what would you say to them?

You are shaping the perception of everything. Let's ensure we're always taking that responsibility to heart.

What is the biggest challenge facing female leaders today?

Social programming that causes women to impose their own glass ceilings when ones that were previously there have already been removed.

tips from crystal

Best tip to someone who is afraid to fail.

Eat fear for breakfast every day.

Best tip for making that moneyyy.

Be observant and look for ways to be of service. Money will follow.



on being a leader

“ Be a great listener.
An empathetic leader
will be more likely
to motivate and
inspire their team. ”

Chief Executive Officer & Founder

MAGGIE CHAN JONES

Chief Executive Officer & Founder | Tenshey | tenshey.com

get to know maggie

Favorite flavor of coffee?

Vanilla latte.

If you were a pair of shoes, what would you be?

Tennis Shoes.

What's your favorite binge-worthy show?

Killing Eve.

How did moving to the US at the age of 14 shape you as a person and impact your future career?

It helped me to be fearless and achieve goals through building blocks. Dreaming the big dream may seem daunting and unattainable at times. But if you can break it down into building blocks, you'll be surprised at how far you can go. When I first came to the US, I focused on getting into college. Once I got into college, my goal was to graduate. Take it one step at a time.

As the first female CMO at SAP, what key advice would you give other women trying to climb the corporate ladder in a male-dominated industry?

Do it! Find your allies and have a strong support system/personal board of directors, both professionally and personally.

What gave you the courage to leave your secure job and build Tenshey, Inc?

I followed my internal compass which consists of three pillars - professional aspirations, financial goals,

and personal values. I achieved the first two, and now I get to follow my passion that ties 100% into my personal values – making an impact on other women's careers.

You contribute a big part of your success to mentors, sponsors and coaches. How can young women find inspiring mentors in their profession if there are none available to them in their current position?

I learned a lot from mentors and sponsors, both male and female. Don't think that you must have a role model who looks like you. My early mentors and sponsors were primarily male – because the majority of senior management were men.

Mentors and sponsors are the people that you are probably already familiar with and have had interactions with already. Expand your outreach because you don't have to have a mentor in the same company or in the same role as you. Look for people with competencies that you want to learn from. Chemistry is very important.

What can women in the workplace do to help advance gender diversity in their industry?

In addition to promotions, women can support other women in meetings and in projects. For female executives, take big risks on other women when opportunities arise. I still speak with many executive recruiters because I can always think of and recommend women or other minorities in my network who could be great candidates for the roles they are looking to fill.

What advice would you give young women who might be discouraged to follow their passion because of it being a male-dominated field?

Find your advocates and find people (women or men) who share the same passion as you.



Childhood dream job. Attorney.

Has there been any failure in your career that significantly impacted your career path in a positive way?

I once chose a job because I followed my head (logic) and not my gut, and I did not enjoy the role. This led me to pursue my Executive MBA at Cornell University, a personal goal that had been on my list. By the time I started the Executive MBA program, I was selected for a new role that I was super excited about.

What does being a trailblazer for women mean to you, and how can others follow in your footsteps?

Being a trailblazer to me means creating possibilities - when a woman sees another woman in a C-Suite position, they can see the possibilities for themselves. Dream big and go for it.

What would you say to the aspiring marketer who wants to make an impact on the world?

Know that you can make a difference in the world. Look for things that truly matter to you (your passion) and go for it.

What is the biggest challenge facing female leaders today?

At Tenshey, we interact with a lot of female leaders. Their biggest challenges often revolve around underestimating their potential and having the confidence to go for their big dreams. Another one is when a leader takes on too much – both professionally and personally – without a proper support system, which is often a source of stress and burnout.

What advice would you give someone going into a leadership position for the first time?

Be a great listener. An empathetic leader will be more likely to motivate and inspire their team, and build bridges across the organization, from the inside and out. *m*

tips from maggie

Best tip to a college grad.

There's no wrong choice for your first job – it's about adding experiences and finding out what suits you best over time.

Best tip to someone who is afraid to fail.

Ask yourself, what's the worst that can happen?

Best tip for new leaders.

Find out what motivates your team.

“At Tenshey, we interact with a lot of female leaders. Their biggest challenges often revolve around underestimating their potential and having the confidence to go for their big dreams.”

maggie chan jones | [@maggiechanjones](https://www.instagram.com/maggiechanjones)



gloria pytlak | maggie cook | jennie worek

THE MINDS BEHIND MISSFITS

Gloria, Jennie, and Maggie have a passion and belief for MissFits to become a supportive brand that co-exists and works with our counterparts. Our goal is for women to successfully push past the barriers that come with moving up in one's career.

about the ladies

Gloria Pytlak

Gloria's ambition for all things marketing is what drives a love for strategy. Forming strong connections with consumers to brands is her bread and butter.

Jennie Worek

Jennie's fresh-out-of-college eyes have an inspiring take on what public relations can become. Plus, she's a wizard when creating meaningful content.

Maggie Cook

Maggie's enthusiasm for design allows her to deliver inventive and uniquely creative work. Not to mention her obsession with moodboarding creates the perfect jumping off point.

Carney | carney.co

MissFits is possible because the leaders within Carney are willing to make available the time and resources necessary to create a brand that gives back.



Let's Move Mountains.

MISSFITS

carney.co/missfits | [@missfits.life](https://www.instagram.com/missfits.life)