00;00;00;02 – 00;00;05;04
Michelle Weingartner
You always need to learn and be advancing and like learning new things, because the degree is only going to get you so far.

00;00;05;07 – 00;00;11;08
Brent Williams
And the only way that we can do that is by never saying no, but or yes, but it's always going to be yes.

00;00;11;08 – 00;00;15;22
Marcus Omosule
And you're not representing just yourself anymore. You're representing your company.

00;00;15;24 – 00;00;21;18
Narrator
Welcome to career EQ a resource for aspiring young professionals navigating the job search process.

00;00;21;20 – 00;00;23;29
Narrator
And the early part of their careers.

00;00;24;01 – 00;00;31;15
Narrator
Your host is John Quinn, senior lecturer of marketing at the Fisher College of Business at the Ohio State University.

00;00;31;17 – 00;00;54;06
Jon Quinn
So this is going to be a live edition of the career EQ podcast. We have, four panelists. We're going to talk about different career paths within marketing, and they all have very different types of roles within marketing. So we have Tara Yavorsky from WD partners. We have Brent Williams from 500 degrees. And you might not know what some of these companies aren't, but you will soon.

00;00;54;09 – 00;01;11;15
Jon Quinn
You know, Michelle Weingartner from Chase. I'm sure you've heard of that one. Right. A big ass building not too far north from here. And then we also have Marcus Omosule. And he works for TTI. You might not have heard that, but you have heard a lot of the brands that they own, and so.

00;01;11;15 – 00;01;24;09
Jon Quinn
So, so that said, I'm going to turn it over. And that was my brief introduction to each of them. I'm going to do let them do a little

more in-depth introduction themselves. Tara, will you lead us off, please?

00;01;24;12 - 00;01;48;16
Tara Yavorsky
My name is Tara Yavorsky So I work for, WD partners right now. So, SVP of marketing, which means I lead all of our marketing efforts at, is a design architecture and engineering firm. We have about 500 associates. We are technically headquartered in Dublin, although we probably have about ten people that go into the office on a daily basis.

00;01;48;16 - 00;02;21;18
Tara Yavorsky
I pretty much work from home, every day. The, while you maybe have not heard of, you've definitely heard of the brands we work with. So our three biggest clients are, Walmart, Home Depot and, Starbucks. So if you think about a Starbucks, for example, they all kind of look the same, right? They have the same, brand voice tone, same color palette, but they might be a little bit tailored towards, the location they're in the Ohio State one might be a little bit different than what you find in Iowa or in Worthington.

00;02;21;20 - 00;02;45;22
Tara Yavorsky
And so my company helps, design those locations. So the interior design of those, the architecture, the engineering and the construction. So that is, I, went to school at Ohio University, a journalism major. I thought I wanted to, work at a newspaper and write articles. I took one grammar class and changed my mind.

00;02;45;25 - 00;03;01;24
Tara Yavorsky
But I knew that Scripps was a good school, and. Oh, you. So, one of the, offerings or tracks there was for, advertising. So I went into that and kind of fell in love, decided I was going to work at an agency, and when I got out of school is actually really hard to do that.

00;03;01;27 - 00;03;10;00
Michelle Weingartner
So my first job was actually selling advertising at the dispatch. When we went into the office, we received two faxes. Do you guys know what faxes are?

00;03;10;02 - 00;03;10;25
Tara Yavorsky

00;03;10;27 - 00;03;35;13

Tara Yavorsky
We received faxes. That's how our advertisers told us what they wanted to advertise. We put those in the computer. So that was my first job. I did not stay there long and eventually found myself an agency world in Columbus. And I've worked at multiple, agencies. The they've all changed names. The one I've worked at most recently was a digital, primarily digital agency that got bought by IBM.

00;03;35;13 – 00;03;54;11
Tara Yavorsky
So I've worked, on big brands from PNG, Nestlé, Purina, DSW, Barnes and Noble nationwide. And then now I find myself doing, business to business advertising. So a little bit different, but still in the same kind of space with regards to digital first and stories.

00;03;54;15 – 00;03;59;21
Jon Quinn
So interesting how many people from OU end up in like this brand strategy and design space.

00;03;59;21 – 00;04;00;10
Tara Yavorsky
Yeah.

00;04;00;12 – 00;04;04;05
Jon Quinn
Because I know several people at big Red rooster slash JLL know that.

00;04;04;05 – 00;04;08;29
Tara Yavorsky
Oh, yeah. The OU curriculum is pretty cool. Is just as you know how they do it, but they.

00;04;08;29 – 00;04;09;26
Jon Quinn
Don't sell.

00;04;09;29 – 00;04;12;05
Tara Yavorsky
Too hard. Yes. But grammar.

00;04;12;07 – 00;04;18;14
Jon Quinn
Transfer. All right, so next up, Brent Williams from 500 degrees.

00;04;18;18 – 00;04;48;10
Brent Williams
Hey, you guys, I'm Brant Williams. I work for a marketing agency called 500 degrees. There I am, the account director for our BK Burger King, US national team. We are a bespoke agency founded solely to

service, Restaurant Brands International, which is the parent company of Burger King, Popeyes Louisiana Chicken, Tim Hortons, Firehouse Subs and their portfolio, grows day after day, right?

00;04;48;17 - 00;05;18;04
Brent Williams
We are charged with development and content creation of everything that you would experience on premise at one of those, restaurant brands, which includes menu board strategy, photography, design, packaging, activation, experiential, you name it, within that space. That's that's what we do, right? Let's see a brief story about how I got here. I'm so glad you talked about grammar and, faxes, because I was an English major, and I thought I was going to become an English teacher.

00;05;18;04 - 00;05;40;01
Brent Williams
And I don't know if any of you have ever thought about teaching or anybody in your family, teachers. But God bless those people. They are phenomenal. They work hard and they get paid very little. And that was not for me, right? So I opened up the Yellow Pages and, you guys know what Yellow Pages are back of the phone book and look for advertising agencies, because I had a communications interest in college.

00;05;40;01 - 00;06;03;21
Brent Williams
Right. I sent letters and resumes. Paper resumes to every last one of them. Was called in for an interview with the largest one in the town I lived in at the time, and got started kind of as an admin assistant to an account supervisor. He was great at his job. He saw something in me. And so, you know, I moved into the account world, being part of his team that interacted directly with the client.

00;06;03;21 - 00;06;26;09
Brent Williams
Shortly after that, I started with the McDonald's agency, fell in love with SR, which is fast food. The business model, the practices, the way that they market. Right. And I've done that ever since. I've spent about 8 or 9 years with McDonald's, 8 or 9 years with subway restaurants. And now I'm going on my third, with BK, as well as some smaller others along the way.

00;06;26;11 - 00;06;29;03
Jon Quinn
So is, burger. They still owned by 3G.

00;06;29;06 - 00;06;32;27
Brent Williams
So 3G formed restaurant brands. And the leading part.

00;06;32;27 – 00;06;33;28
Jon Quinn
As a separate business unit.

00;06;33;28 – 00;06;37;24
Brent Williams
Yeah. They they spun it off and really haven't been involved for a while now.

00;06;37;24 – 00;06;38;25
Jon Quinn
Yeah. Okay. That's a good thing.

00;06;38;25 – 00;06;39;08
Brent Williams
Yeah.

00;06;39;10 – 00;06;42;00
Jon Quinn
Yeah. They spun off, Kraft Heinz completely, didn't they?

00;06;42;00 – 00;06;47;01
Brent Williams
Yeah. The culture still is very much 3G. It's very entrepreneurial, but yeah, the the partners are gone.

00;06;47;01 – 00;06;50;15
Jon Quinn
Okay. That's a nice way I can translate that entrepreneurial means later.

00;06;50;17 – 00;06;51;09
Brent Williams
Working hard.

00;06;51;10 – 00;06;54;10
Jon Quinn
It's it's a thinly veiled.

00;06;54;13 – 00;06;55;14
Brent Williams
So working hard. All right.

00;06;55;21 – 00;06;59;18
Jon Quinn
All right, next, let's talk Michelle Weingarten.

00;06;59;20 – 00;07;28;22
Michelle Weingartner
Hi. I'm Michelle Wayne Gartner, and I work at Chase. I'm sure you guys

all hopefully are familiar with Chase. We have multiple products. Home lending and automotive wealth. We're getting into travel and dining, which is super fun. I specifically work on the consumer bank, and so we're charged with, offering checking products and using a lot of different advertising and channels to encourage, new customers to come, which is really exciting.

00;07;28;22 – 00;07;54;07
Michelle Weingartner
So I think one thing that makes the job unique and fun is, I get to work on like a little bit of everything with marketing and in all different spaces. So one day I could be working in a digital channel. I'm currently working on an influencer, conversion campaign, and then the next day it could be more like direct mail, SEO, paid search, paid media, the TV commercials and things that you guys see online.

00;07;54;07 – 00;08;14;02
Michelle Weingartner
So I kind of get to touch all of it, which is super interesting. It's also a really great place to be because you kind of own everything from start to end. Have a lot of great partners you work with, but you're kind of charged with like, hey, here's your budget. Go figure out what new channel or what new idea you have.

00;08;14;05 – 00;08;35;08
Michelle Weingartner
Prove it's profitable and then kind of see that from start to end with like the strategy contracts with new vendors to things such as, like the creative vision, creative concept and determining, you know, what the roadmap is for that, for that campaign or that product. So that's a really exciting, brief story about how and why you chose this career path.

00;08;35;08 – 00;08;58;08
Michelle Weingartner
Okay, this is a little interesting because my background, prior to this and I'm actually a double back II. So I came here for undergrad and my MBA program, which is where I met Professor Quinn. Had been more like CPG and retail focused, and I think that is what I was like looking to do. But, Chase came and did like one of these career panels and really kind of sold us on.

00;08;58;08 – 00;09;19;10
Michelle Weingartner
You can do anything like one day you could be in data and analytics and like in a year, if you want to go try, you know, human resources, you can do that. And I think kind of being a curious person and not wanting to be like in the same subject matter forever, that really appealed to me. There's always like a lot of new, exciting things coming down the pipeline in banking.

00;09;19;12 – 00;09;23;10
Michelle Weingartner
And so I think they kind of won me over with that.

00;09;23;13 – 00;09;27;03
Jon Quinn
So I had to ask, since it's kind of front and center, why does your son have a bandage on and said.

00;09;27;04 – 00;09;46;08
Michelle Weingartner
Oh my gosh, yes, I keep that picture because I have my I have three boys because it's always a good reminder where I like to keep or I'd like to like tell people like work can be challenging, but it's more of a hobby. Like once you have kids and other things in life, like usually like my real job starts about 4:00 or 430 when I get home from work.

00;09;46;08 – 00;09;55;16
Michelle Weingartner
So and he had a bandage. It was during Covid and I think like all three of the boys got stitches within like a week of each other. So it was, yeah, very exciting.

00;09;55;18 – 00;09;56;25
Jon Quinn
You don't have to call child services.

00;09;56;25 – 00;10;03;00
Michelle Weingartner
Or you don't have to know. You don't have to call child services. But it was awkward when we saw the same like officer at Nationwide Children's and we kept coming in.

00;10;03;00 – 00;10;04;10
Michelle Weingartner
So awesome.

00;10;04;13 – 00;10;08;06
Jon Quinn
All right. Our fourth panelist is Marcus Omosule.

00;10;08;09 – 00;10;37;14
Marcus Omosule
What's up everybody? I'm Marcus. I'm a territory manager for team T. We specify and manufacturer of power tools, especially battery platform. So we work with brands such as Milwaukee, Ryobi, Ridgid, Hoover, Dirt, dirt, Devil Empire, you name it. We probably own it. So, what, who we really work with is probably why you've never heard of

team T is we work with our big as account is the Home Depot.

00;10;37;21 - 00;11;00;24
Marcus Omosule
So we will sell all of our power tools through the Home Depot. And that's a $6.6 billion company in total. We are $13.3 billion company. So the lululemon's of the world under armor, we're bigger than them. So it's really, really cool. So, like, we we just work with B2B, B2C, we work in sales, marketing, operations and management.

00;11;01;00 - 00;11;18;08
Marcus Omosule
So which is really cool about our entry level role here at TI is where everybody starts in. We you really get to figure out all four phases of the business. So we start the ten year career to what your strengths are. We really coach you up on your weaknesses and we really focus on professional, development here at TMT.

00;11;18;09 - 00;11;35;29
Marcus Omosule
So like, for example, I wanted to go into sales because I could just talk to anybody. I could talk to this brick wall over here. My wife would agree with either that I talk too much. So, I wanted to go into sales, but management came up to an opportunity to me. And I've always loved leadership. I I'm a student athlete.

00;11;35;29 - 00;11;55;23
Marcus Omosule
Background. Played five years of college football. So leadership was always something that was really, really a big thing for me. So, he promoted, he gave me the idea of management. I've done it. So, and that's really cool. So like here at TMT, you will never be, like, boxed in. If you want to go into sales, you can go into sales.

00;11;55;23 - 00;12;15;20
Marcus Omosule
But that doesn't mean you can't go into management, marketing or operations. And our two biggest focuses are sales and marketing. Brief story about why I chose TMT. It's really funny. Just like everybody up here at different backgrounds, I was a criminal justice, psychology and sociology major. I wanted to I grew up, I wanted to be a juvenile probation officer.

00;12;15;22 - 00;12;33;03
Marcus Omosule
But, you know, went through the interview process, probably had about 10 to 15 job offers through on Facebook one day, said, hey, you know, going through the interview process, looking for a job. Still just want to fill out everything. And team called, came calling. So went through the interview process and something that really stuck out was

the culture.

00;12;33;05 - 00;12;52;06
Marcus Omosule
A big thing you hear a team to is the people. And that's why we do such great numbers and we have a great, environment is because of our people. I'm somebody who who cares about relationships, especially in the sales world. The marketing world, relationships is a big part of that. So that's what stood out to me about 20, I call it my second family.

00;12;52;06 - 00;13;09;24
Marcus Omosule
I have a two year old son, so I go to work from 7 a.m. to 330 with my work family, come home to my two year old son and wife, and then I also coach high school football. So, you know, I have three families and my favorite one is probably my work family. So they'll tell my actual family son.

00;13;09;27 - 00;13;30;26
Jon Quinn
Yeah, we'll probably touch upon that more. And, you're in dialog with the culture and the people, finding the right fit for you is such a big deal. And you can go through some pretty hard times in the company when you're working with good people within a good culture. All right. Oh. By the way, I've mentioned, you know, my career, I've worked in restaurants and financial services.

00;13;30;26 - 00;13;54;19
Jon Quinn
I think I mentioned Huntington, Applebee's, yum brands in the past. But I started my career at an agency for doing advertising for Hoover vacuum cleaners at Beaches and Sweets as a cleans. Yeah, yeah, that goes that tagline goes back over a hundred years. All right, Krishna and Sophia, if you guys can take it to the aisles, we're going to open it up for student Q&A.

00;13;54;19 - 00;14;08;19
Jon Quinn
So, whoever like this, you can ask the panel in general, or if you have a question, you can ask one specific panelist, you can do that.

00;14;08;21 - 00;14;14;04
Jon Quinn
Krishna, you got a couple. Oh, you got one up there. Okay. Yeah, one over there and two over there. Sophia, go ahead.

00;14;14;06 - 00;14;30;06
Student Question
So my question is, for anybody, and it's pretty, pretty broad. So as

someone who's I'm a junior in college, what are some, like, things you've seen shift from when you've started in your.

00;14;30;06 – 00;14;31;16
Student Question
Career to.

00;14;31;22 – 00;14;42;10
Student Question
Like, now and trends, you see moving forward, like when I get in the workforce, like things to look out for.

00;14;42;13 – 00;14;42;22
Jon Quinn
Go ahead.

00;14;42;22 – 00;15;01;15
Michelle Weingartner
Michelle, I think that's a great question. I was actually just talking to a coworker about this, and I know one giant macro shift from probably when we all graduated to where you are now is they used to say like a high school degree would be enough to like, get you by in your career for like 40 years. And now I think it's three years.

00;15;01;15 – 00;15;19;26
Michelle Weingartner
So it put it like it'd be the same for college. Like, hey, you used to be able to like probably get a bachelor's degree and that's enough for 20 years. But that is completely changed now. Luckily, like in they're talking about things about like AI and, you know, a lot of, like the technological advancements is like the job that you get after this is just like an entry point.

00;15;19;26 – 00;15;33;12
Michelle Weingartner
You need to, like stay up to date on those skills. You all probably are. It's probably us that need to like, lean into that a little bit more. But just if you can kind of like reframe your mind to like, hey, I'm always going to be learning, which I know is tough. If you're a senior right now, you're like ready to check out.

00;15;33;15 – 00;15;39;21
Michelle Weingartner
You always need to learn and be advancing and like learning new things, because the degree is only going to get you so far and.

00;15;39;24 – 00;15;59;08
Brent Williams
I'll I'll tag on to that. You know, I, I started work well before the turn of the century. Somebody used that phrase the other day and I

kind of wanted to jump off a cliff. And the acceleration of change is probably the thing that is most pronounced to me. Just in terms of the constancy of, of learning.

00;15;59;08 - 00;16;22;09
Brent Williams
You know, once upon a time, you could learn a thing and kind of hang out for a few years and do that thing. You can't do that anymore. You constantly have to be at the curve or ahead of it to to remain relevant. So, I mean, just as a piece of advice, you probably heard the phrase growth mindset, dig deep into that and be that person because that will, for my money, make you the most successful.

00;16;22;11 - 00;16;45;10
Marcus Omosule
Yeah. Just to like, really touch on that. I'm only 25. I run a $30 million market. So I'm not like two different than most of you guys. I was just in college a couple of years ago. And the biggest thing that I learned in, coming in, in this field is just to ask questions. I was somebody who thought I could do everything by myself, but the minute that I started asking question is like having that growth mindset, I really started to take a strive in my career.

00;16;45;13 - 00;17;04;27
Marcus Omosule
And even as I, you know, taken into my territory manager job and running a $30 million, $30 million market, watching over 1213 direct reports, like I still ask my boss questions every day. I asked the vice president questions every day, like I want to get better. And like, if you do that into your career, you will start to separate from people who just clock in and clock out every day.

00;17;04;29 - 00;17;25;20
Tara Yavorsky
So the only thing I'll add, and maybe it's a bit of a duh, but I'm just going to say it is just the the idea of remote work now and that you guys can go, you know, get a job anywhere, but but sit anywhere. I mean, that was not even a thing 4 or 5 years ago. It's totally changed the way recruits.

00;17;25;20 - 00;17;45;00
Tara Yavorsky
I mean, we used to only be able to recruit, you know, in the cities we were in. And now I think we're in 37 states. We have associates across the country, all working together. And it really opens up the talent pool. So I think, I think thinking about that with your career and where you could go, but also the importance of, like, relationship and, and human interaction.

00;17;45;00 - 00;18;07;17

Tara Yavorsky
I mean, I before this today was on team calls all day, right? I mean, that's 90% of my week is team calls. So there's still a lot of value in face to face and making those connections. So when my team comes into town, I make sure we get together and we do fun things. But just having that human connection outside of the screen, you know, is just super valuable.

00;18;07;20 - 00;18;30;07
Jon Quinn
Yeah, a couple big points and there's like always be learning because it's almost impossible to skate where the puck is going to be nowadays because it's so hard to anticipate where the puck is going to be. So you got to continuously be be educating yourself, make sure you're keeping up what's going on, your discipline. If you work in a specific industry or category, you make sure you keep up on that and all the different like developments in there.

00;18;30;14 - 00;18;34;06
Jon Quinn
So, all right, how about our next question.

00;18;34;09 - 00;18;45;23
Student Question
How you guys doing? This is for the panel in general. Given that you've all had long journeys and multiple jobs within your companies to get to where you are today, what do you feel is the biggest roadblock or challenge that you've faced along the way?

00;18;45;26 - 00;19;08;27
Marcus Omosule
Yeah, I think all of us can really attest to this is like getting into a career that we really weren't deciding to go into in, in college. Like, I remember my first day on the job, I was very overwhelmed. I started comparing myself to like, am I qualified enough to do this job? And that's really what comes with asking questions and building that confidence and really just relying on the skills that you've been teaching yourself.

00;19;08;27 - 00;19;25;25
Marcus Omosule
And that's why I always tell people build good habits, because that will really start to help you grow in your career. So like the biggest challenges, just building that confidence up, like you're here for a reason. Like we're not like my company. We're just not going to hire anybody that has a pulse. Like, you know, we have an intensive, interview process.

00;19;25;25 - 00;19;37;05
Marcus Omosule

We really want to get to know who you are as a person. How are you going to fit our culture? And so I think, really just building that confidence up such, goes a long way.

00;19;37;07 - 00;19;42;27
Jon Quinn
Yeah. How about, who's going next question. Next door.

00;19;43;00 - 00;19;57;22
Student Question
This is for everyone in general, too. I was wondering what it's like, your biggest accomplishment that you've had so far, or something that you hope to accomplish in the future?

00;19;57;25 - 00;20;00;24
Jon Quinn
That's when you have to ruminate over a little bit. Yeah.

00;20;00;27 - 00;20;24;11
Marcus Omosule
I would say for me, is watching people get promoted, you know, and especially in a position of leadership and management, you know, their success dictates your success. So if my reps and the people that I work with aren't getting, like, promoted or doing their job right, that's, that's on me. But, you know, I care about other people's success more than I probably care about my own.

00;20;24;13 - 00;20;42;14
Marcus Omosule
So I had a I had a rep on my team who got he was on the Columbus team who got transferred to the Dayton team. And he was always talking about being a territory manager and all that kind of good stuff. And he just was already so like getting hands on experience with them, letting him shadow me, giving him the tips and tricks of, you know, what to do with your market and all that kind of stuff.

00;20;42;14 - 00;20;57;12
Marcus Omosule
And then like hearing that he got that job is really cool. So it's like, that's really cool. And then like something else, I just happened. I had an intern a year ago when I was just a rep. She went through the internship, which is ten weeks long, you know, spent every day with me learning from me.

00;20;57;14 - 00;21;14;16
Marcus Omosule
Decided to take a job with TMT. You know, just started about seven, eight months ago, and then literally three days ago, she just got promoted a territory manager in Columbus. So watching that come full circle is really fulfilling. And that's probably two of my happiest

moments here in my career.

00;21;14;18 – 00;21;32;14
Jon Quinn
Something Marcus said earlier. It kind of struck home to me as like, don't. And he didn't quite say it this way. But don't succumb to imposter syndrome when you start your first job or you're in your internship where everybody's just trying to figure it out, and it's those who figure out faster, who can and get productive more quickly are the ones that excel.

00;21;32;16 – 00;21;45;21
Jon Quinn
But like, make sure that you are that person, that you're engaging in the organization. You understand what the culture is. You're in your how to get things done. So, all right, anything from, on Sophia's side of the room? I got one right here.

00;21;45;24 – 00;21;46;22
Student Question
Hi.

00;21;46;24 – 00;21;50;16
Student Question
I have a question specifically for Michelle, because I noticed you got an MBA.

00;21;50;18 – 00;21;59;08
Student Question
So I was wondering, just, for us students here that are thinking about getting MBAs, you think it was a good value adding process or, like, was it worth your time? Essentially.

00;21;59;10 – 00;22;01;03
Michelle Weingartner
Yeah, that's a great question. I.

00;22;01;03 – 00;22;04;04
Jon Quinn
Hope she says yes, because I was struck one of.

00;22;04;06 – 00;22;25;25
Michelle Weingartner
The pressures on, I think it is a fantastic choice. I think probably for the majority of people. And it depends, like what you want to do with your career. I had like taken a break for a few years, was helping my husband build his business, had like stayed home with the kids and the, speed at which things had changed, like digitally since I got my undergrad and other things, was extreme.

00;22;25;25 – 00;22;40;19
Michelle Weingartner
So I knew I needed to go back to like, leverage some of those skills. But I think it's worth it. I think one thing that can make it worth it is there's a lot of like leadership rotational programs at companies, and I was lucky enough to get into one at Chase. And I think it helped, like fast track things with my career.

00;22;40;19 – 00;22;55;22
Michelle Weingartner
It was intense. But you do like rotations where, you know, I was in product in connected commerce, working on rewards for a months. I worked in the creative space for eight months before that. And you kind of get to figure out, like what you want to do, a little bit more before you make that final decision.

00;22;55;22 – 00;23;15;22
Michelle Weingartner
So I think if you, you know, are kind of feeling stalled or want to pivot, or even just want more advance and opportunities that can be, can help a lot and I loved yeah, the program here was fantastic. The classes you do a lot of there's a lot of, professional things and professional development that I think you can dig into a little bit more than undergrad.

00;23;15;25 – 00;23;32;08
Jon Quinn
But the one thing I'll add to that is I think an MBA is a little more valuable. If you've had a couple years of experience and then go back and start on your MBA, because if you graduate, if you get an MBA and you're 23, 24 years old and you only have like a summer internship or two, that's a tough sell for companies, right?

00;23;32;15 – 00;23;47;08
Jon Quinn
They like to see somebody who's a little more seasoned. So if you are thinking about getting your MBA, I would recommend working for at least two years before you enter an MBA program. All right. I went up here way up in the cheap seats.

00;23;47;11 – 00;24;00;05
Student Question
I know you guys all have like different backgrounds, but what's like one skill or trait that you think is like how you succeed within your fields for like, everybody.

00;24;00;08 – 00;24;22;25
Brent Williams
Yes. And that's, that's probably the thing that keeps me going most days. And it goes back to the growth mindset kind of approach it in

some ways, right. Is we it's a company that I work for, pride ourselves on doing the impossible on a regular basis. Right. And the only way that we can do that is by never saying no, but or yes, but it's always going to be yes and yes.

00;24;22;25 – 00;24;39;03
Brent Williams
I hear what needs to be accomplished and there is a way to do it. We just need to figure out what it is. Too many people want to shut down sometimes. Oh, it's been done this way forever. Or no, it can't be done because of this reason. For that reason, you start building barriers before you even explore the field, right?

00;24;39;05 – 00;24;46;21
Brent Williams
Give yourself permission to assume that everything is possible because in many cases it is.

00;24;46;24 – 00;25;06;26
Jon Quinn
Can I can I add to that? It's like especially early in your career, but pretty much throughout your career, don't put up like boundaries that are really strict, like if you're a supervisor, ask you to do something and you feel it's like outside your job description, that's an opportunity for growth. That's an opportunity to prove your value versus say, like, oh, I can't do that.

00;25;06;26 – 00;25;30;28
Jon Quinn
Oh, I got a kickball tournament this weekend. Whatever. It's like, find a way to do it. And if you if you find yourself saying yes to many times, then maybe the sit down supervisor is like, help me prioritize. Because I still want to get all these things done for you and I want to get them done right. But like, can we maybe some of the timelines, but don't put up a wall because that would be, that's a red flag to your supervisor and your employer.

00;25;31;00 – 00;25;32;26
Jon Quinn
Yes.

00;25;32;29 – 00;25;43;08
Student Question
What's the biggest challenge that you foresee for marketers in the next 3 to 5 years? And how are you preparing for it?

00;25;43;11 – 00;26;11;14
Michelle Weingartner
I think there's like a lot of shiny objects out there, like when we were kind of talking about AI, different technology, different new

advertising platforms that are developing and I think we which are is fun and exciting. But I think sometimes we need to ground ourself and wonder, like and ask the question like, what's the value add? I've seen a lot of different things come out about like, hey, we did this with AI, but you didn't really tell me how you decrease cost or got new customers or like, leveraged or lowered capacity or constraints.

00;26;11;14 - 00;26;25;28
Michelle Weingartner
It was just like, you just did it to do it, to do it. So I think before, like running and chasing some of these things, I think be defined in like, how are we using this new skill or platform to help us in an actual like way that can measure something, measure data? That's probably one thing I've seen.

00;26;26;01 - 00;26;48;24
Michelle Weingartner
Yeah, I to build on that. I think how to prepare for something like that is really just thinking about the customer. Right. So it's different for all of us who our customers are. But I'll give you an example. So right now we're working on a new website. So part of what we're doing, if you were going to go to our website right now, you'd see you could find case studies, you could learn about the work that we do, and you can really kind of dive in by service.

00;26;48;24 - 00;27;12;10
Michelle Weingartner
Right? So we're trying to reframe it, to be more about the pain points. So what is it that our consumers are going through and what are they struggling with in their challenges? And how do we help answer those? So I'm actually working on personas right now for our distinct buyers, and then we're going to have a work session in a few weeks to all kind of hold hands and agree on those and come up with what those pain points are so that we can, you know, actively market and message that way.

00;27;12;10 - 00;27;33;04
Michelle Weingartner
So I think like taking, you know, and then we can find what's the right channel. And maybe it is maybe all my B2B buyers are on TikTok and I don't know. But like, you know, you can figure that out. But I think as long as you know what they need and want and how you can help or support them, then you can kind of figure out what the the right shiny thing is to use.

00;27;33;06 - 00;27;55;18
Jon Quinn
I'm going to insert my own question here. We got one down here, Sophia, for for next. I want to talk a little bit about the pace of work. And we've got several people whose careers touched retail here

in different capacities. Brant, if you don't mind, maybe starting off this conversation, what's the pace like on the agency side of the business on like daily, weekly, yearly?

00;27;55;21 - 00;28;03;16
Jon Quinn
I can see Tara has agency experience. She's already kind of smiling because I'm kind of setting them up here because it can be pretty hectic. Go ahead.

00;28;03;18 - 00;28;23;07
Brent Williams
So we're never working on just one thing at a time, right. And I don't think that anybody in this room probably has an expectation that you're going to go to a job and you're just going to have Project Finish project finish, project finish, right? I think right now my team of nine people, plus creatives have upwards of 40 or 50 jobs working at the same time.

00;28;23;07 - 00;28;47;06
Brent Williams
Right? So it's it's juggling priorities at the speed of the client's business. My client in particular is within their category and underdog. Right. And so you always have to work a little bit harder to succeed. And that means frequently, especially for some of our junior members who are the doers in things. Right? You know, eight, ten, 12 hour days.

00;28;47;08 - 00;28;57;13
Brent Williams
And for the thinkers, the strategists who never really go home, sometimes you're always on in terms of looking at the world around you for inspiration every day. It's that way every day.

00;28;57;13 - 00;28;59;02
Jon Quinn
Man, oh man.

00;28;59;04 - 00;29;04;12
Brent Williams
I don't think I've turned off in 15 years that, you know Matt Wilson right?

00;29;04;14 - 00;29;06;02
Jon Quinn
Oh, yeah. No matter.

00;29;06;04 - 00;29;22;03
Brent Williams
I came back to OSU for a grad degree. It was in HR, not an MBA. Right.

But Matt did a, or a letter of recommendation for me. Right. And one of the things that he commended me for at the top of the letter was the fact that I never turned off. Now, that can be both a good thing and a bad thing, right?

00;29;22;10 – 00;29;38;13
Brent Williams
You're always looking for inspiration. You're always looking for that next solve that next thing that's going to propel you and your client, your business to the next level. Right? But you do need to find a way to decompress every once in a while and, and turn off deliberately if you can, so that you can be a human once in a while and not burnout.

00;29;38;13 – 00;29;54;19
Brent Williams
I came to OSU because I had burned out and I was looking for that next different thing. I enjoyed the time I was here. I got a great degree, I met a lot of wonderful people, but that went right back to what I did before because I was good at it. And I am that guy that kind of craved not turning off.

00;29;54;21 – 00;29;56;08
Brent Williams
And so I guess that's my success.

00;29;56;08 – 00;30;15;05
Jon Quinn
In your book. Yeah, yeah. The pace can get in your blood. I did from I like I started my career in the agency business, and one of our clients was in airlines, and there were two things that scared the crap out of us in the office. Two, two phrases crash or war. So. And you knew either way, like you call home.

00;30;15;07 – 00;30;40;09
Jon Quinn
Like I'll be home at 9:00 if I'm lucky, because there's a crash. You cancel all advertising, all communications for three weeks. There's actually a madman episode that touches upon that. I live that and, or fare war. Meaning like you're getting you're getting a price war and you're changing prices. And, it's when I did that, we just got into electronic ways of being able to send our advertisements to publications.

00;30;40;13 – 00;30;51;05
Jon Quinn
So we were to the right, very close. And we knew what every hour, what publication closed for that night, and we'd be changing things. And it was crazy. So it can be very hectic, especially in the retail.

00;30;51;06 – 00;31;11;23

Brent Williams
Let me let me hook on to that though, because I'm, I'm an old guy. Right. So this is the culture that I grew up in. It was the expectations for work whenever I started. I will say that my boss is a millennial, right? So a generation down and everyone I manage is Gen Z. You guys are so much better at managing, boundaries than my generation.

00;31;11;25 - 00;31;33;14
Brent Williams
Was. Certainly the boomers who trained me were right. So just because I'm sitting here talking about how hard and long often we work and how I never turn off right? It's not to say that you can't be successful if you find your balance. You just have to understand what your priorities are, where you want to be in life, short term, where you want to be in life long term.

00;31;33;17 - 00;31;34;25
Brent Williams
What matters most to you?

00;31;34;27 - 00;31;49;26
Jon Quinn
Yeah, just just be careful that don't push it too far. Yeah. Because there's a bunch of. I think the lead article might have been fortune magazine that came out last fall about why Gen Z is getting fired at a higher rate than previous generations. And I'm going to do a podcast episode with a Gen Z expert for me.

00;31;49;26 - 00;32;14;24
Jon Quinn
Y on this, May 7th, we're recording, but, one of the reasons is that, that motivation, putting up the boundaries a little too strictly and and not going the extra mile sometimes to get the work done. I want to I want you to, because you're. You are I wouldn't call it an agency, but it's a consulting, a brand strategy and design consultant.

00;32;14;24 - 00;32;19;14
Jon Quinn
Yeah, akin to the agency world. But the pace is a little bit different. You work on a different types of projects.

00;32;19;14 - 00;32;41;13
Tara Yavorsky
Yeah. I mean, I think of my team as an agency for the company. Right. So my client is our CEO, who's also my boss. But but you know, the rest of the company, which is, you know, designing the space or doing the, you know, the CD documents or whatever. It it definitely I remember exactly what you said about the client piece, but that's what it is, right?

00;32;41;13 - 00;33;02;22
Tara Yavorsky
So, Starbucks, I don't know if you guys have talked about Starbucks in your class at all, but the news with them, you know, our work has drastically slowed because they are, you know, putting the brakes on new CEO, lots of new things happening, changing there. So they they kind of halt a lot of things, you know, so then you have people going out and looking for other work, you know, from other clients, etc..

00;33;02;25 - 00;33;20;09
Tara Yavorsky
My team, we're pretty steady, I'd say. I think the other great thing about being an internal type of agency, and it's good and bad, based on what you were saying with Chase, is that we can create our own deadlines, right? Like we're our own, like, so if something comes in, we also support all of the business development efforts.

00;33;20;09 - 00;33;35;08
Tara Yavorsky
So for example, my team is working on, an RFP for Jack in the box. Right. So, so that's due at the end of the week, which means we just got it today. So that means some things got to, you know, have to go on hold. So the blog post we were going to do is not crucial.

00;33;35;10 - 00;33;56;13
Tara Yavorsky
It can wait till the following week. So we're pretty good. I mean, when I worked agency side, I, I mean, I did my best work at night on my couch with a glass of wine. I wrote the best strategy ever. But I don't have to do that anymore. And I, you know, it's a place in my career and I, you know, it took me a while to get there and feel good about being in this, you know, part of my career.

00;33;56;16 - 00;34;06;01
Tara Yavorsky
But when, you know, when my boss texts me or calls me or whatever, you know, I'm answering and responding, but but yeah, it's a little it's definitely different.

00;34;06;04 - 00;34;28;15
Jon Quinn
So do you guys remember, I think in the asynchronous there was a, a video commercial I showed Walmart with all the properties in there, and it was about bopis buy online, pick up in store. Well, WD partners is the agency that Walmart worked with to try to figure out what does that customer experience look like? How do you reallocate the square footage to best fulfill those buy online pick up lines?

00;34;28;15 - 00;34;39;21

Jon Quinn
So that's they work on some pretty cool stuff. So all right how about the other side. So we had kind of like the agency consultant side of things. And with the pace of life is like Michelle what about on the on the brand side.

00;34;39;23 - 00;34;56;17
Michelle Weingartner
So one of the reasons I actually ended up choosing Chase is because I knew or was told they had good work life balance, and I do think that's true. I mean, there's definitely times I've had like big projects or like deadlines, a contract I'm working on right now where I have worked like some later hours, but that's not the norm every day.

00;34;56;22 - 00;35;22;14
Michelle Weingartner
So I think it's nice because like, hey, you can lean in for things that you need to, but day to day you're probably going to have some work life balance, which is good. And I think I'll, one other piece of advice I would give, which I've kind of heard a little bit on this team, and Professor Quinn was talking about is, I would say, like lean in to working really hard in your 20s, maybe like put in some extra hours, like, really try to learn your craft because what I've seen now entering close to middle age, not yet.

00;35;22;17 - 00;35;38;02
Michelle Weingartner
What I've seen is like people that do that, their 30s onward, you have the ability to have more work life balance. You can go play golf, you can do stuff. And the people that kind of took the easier route and did lean in in their 20s are now working really, really hard in their 30s. So just something to think about.

00;35;38;04 - 00;35;52;12
Jon Quinn
So Marcus, tell us a little bit about how that differs in sales and your management now. Right. But when sales the flexibility the quality of life balance, talk about how that's one of the advantages potentially if that appeals to you.

00;35;52;15 - 00;36;11;04
Marcus Omosule
Yeah. So the advantage with sales is especially you hear a team to in that entry level role, work life balance is like here it's 7 to 330 okay. So like I coach high school football. If, I get off at 330, I just run over to the high school and then I get to do what I need to do.

00;36;11;05 - 00;36;29;11

Marcus Omosule
I have a two year old son. I get to spend time with my family. So. And that entry level role, you're not really asked to do more than what's 40 hours, all right? You are just assigned different objectives, projects, resets. And then you really find your own operational rhythm because every store in every market is different, right?

00;36;29;11 - 00;36;49;23
Marcus Omosule
The market in Dayton, Ohio is way different than the market in Columbus. So you you start to figure out, the key metrics that are going on and the store location that you're located in, and you start to, tend your own business the best way that you see fit. All right. So you're working on projects, objectives and stuff like that, but you also have customers coming in.

00;36;49;23 - 00;37;07;17
Marcus Omosule
So they could be B2B, it could be B2C. You know, different contractors working on, you know, the world is changing. We're building houses. The population is getting bigger. You know, people need to buy homes. They're being built. I can tell you this right now, some of this campus has probably been built with Milwaukee tools. Right. That's a it's an industry that's not going to go away.

00;37;07;22 - 00;37;29;02
Marcus Omosule
So you're constantly just seeing what sees fit in your market and then also the customer base. So you reach out with CRMs by getting customers to come into your market, you know, leveraging relationships, leveraging partnerships with The Home Depot. Because we're vendors and therefore three hours a week. Right. There's not a lot of other vendors that we see in there as much as us.

00;37;29;04 - 00;37;46;28
Marcus Omosule
So we really want to strengthen that relationship and partnership. So when it comes to selling, it comes in waves. Like right now we're in selling season, right? We're about to move to a Tuesday through Saturday. But we we implement competition, right. That's something that's really important to people in the sales. So if you're into competition, sales is something that you want to get into.

00;37;46;28 - 00;38;02;06
Marcus Omosule
So, like I said, your market, your metrics are going to be completely different. And sales just, based off location, your clientele. But I think that's the coolest part about sales is you get to make your own schedule and make what works best that fits for you. So.

00;38;02;09 - 00;38;15;10
Jon Quinn
So I didn't want to commandeer that. I said, well, let's get the students back involved. I want you to get a feeling for the different pieces and the ebb and flows on like different roles and marketing. So, Christina, you had a question up here. Yes.

00;38;15;12 - 00;38;24;14
Student Question
But my question for you guys, I guess, partly for Marcus because you're like one of the younger, like younger people. So, like how employment.

00;38;24;17 - 00;38;28;03
Jon Quinn
Hey, I don't think everybody divulged their age.

00;38;28;05 - 00;38;50;25
Student Question
Well, no, but he said he said he was younger, so, like, obviously, you are, like, closer to that college experience. Like, how important do you think the knowledge that you gained from college versus like from on the job, like how important is that knowledge to like actually use like right now and then like for somebody who's older like do still use the formal knowledge that you gained in school versus like what you gained on like on the job.

00;38;50;28 - 00;38;57;04
Jon Quinn
So I think he's asking, did she bother going coming to class. Yeah. No, I thought that

00;38;57;07 - 00;39;23;01
Marcus Omosule
No. You definitely you definitely use what you learned in college and what you use in school. And that's a hard question for me because I never took a class like this. I never took a marketing class or a sales class. I never even been a classroom this size, like I went to a small school. But the things that you learn in school, and I think just in life in general, you start in, pick and choose of, what works for you, what do you think is, you know, good knowledge and you start to put those together in your own ways to see how you see fit.

00;39;23;01 - 00;39;37;21
Marcus Omosule
So, I think there's a lot of times like, especially with, like I did take one business class, I remember, like, and that's why I learned, like, the four piece of marketing, the retail sales process. And I was like, I got I got introduced to that again in two. And I was like, oh, I did learn that in college.

00;39;37;21 - 00;39;58;27
Marcus Omosule
So that was like really cool. And then like, but you also get to hear, like your students, your peers and your professors. So like I also recruit at Miami University as well. And like hearing his passion, hearing, Doctor Barr's passion, like, you really take away and like, really implement yourself into your teachers and your professors because they are knowledgeable, they are wise.

00;39;58;29 - 00;40;15;25
Marcus Omosule
They're not just telling you stuff just to tell you that. It's really stuff that you can apply to your everyday lives, especially in your professional career. So I would say, yeah, like a lot of things that you learn in college, you will apply it. You just don't know it until you do it. And then you'll realize like, oh, I did learn that in college.

00;40;15;27 - 00;40;17;03
Marcus Omosule
It's a good question.

00;40;17;06 - 00;40;35;15
Tara Yavorsky
So I was in college and some of you weren't born yet, is what the math I was doing in my head while you talks. So, but so so, you know, there were no social marketing, you know what I mean? There were there were not those classes. Like when I took a class on media, we had books that like real books.

00;40;35;15 - 00;40;37;12
Tara Yavorsky
You know, I don't even I mean, nobody have books now, right?

00;40;37;12 - 00;40;38;08
Jon Quinn
Okay.

00;40;38;10 - 00;40;57;27
Tara Yavorsky
Yeah. So we had books that had like Dot, like, this is how much it cost to buy a TV spot in the Denver market. And we would make media plans based. I mean, that does not exist anymore. So, so, so there are things like that that you don't use, but the principles of marketing and advertising and the motivation behind what people carry, you know what I mean?

00;40;57;27 - 00;41;14;23
Tara Yavorsky

Like the, the basis of what we do and what our clients are paying us to do. Yes. That I, that I you know what I mean that I use that is still applicable. But but the, the fundamentals of some of those, you know, nitpicky classes, I guess. No.

00;41;14;26 – 00;41;44;26
Marcus Omosule
Yeah. And just add on to that, like I was a psychology major, like in sales. It's psychology every day, right? I get into the customer's head, I start to breakdown of what they're really looking for, and then I, I don't say I use it against them, but I use it to my advantage. So, that's something that I kind of take, really away from my college experience is like the psychology of the customer and how they think, like when I'm looking at product and pricing it like left or right vertically, striking it like you put yourself in the customer's shoes sometimes and think in like as in sales.

00;41;44;26 – 00;41;51;10
Marcus Omosule
You have to think as yourself, as a customer. How do you want to buy something? Right? And I think that's really cool too, that I learned from college as well.

00;41;51;13 – 00;42;24;19
Jon Quinn
So that psychology piece is a class called Consumer Behavior. 4204 talks about consumer psychology. I hear the professor pretty good. I teach all sections of that in fall. It was my favorite class to take in as an undergrad. Favorite class to teach too. So, anything else about that? You may want to chime in about? One thing I will mention is that, in the Consumer Packaged Good Immersion program, I bring some Procter and Gamble people in, and there's a couple folks that bring in every year that are Fisher grads and one just graduated like three years ago, one graduate about five years ago.

00;42;24;22 – 00;42;49;16
Jon Quinn
And they both said in their first three years at Procter and Gamble, they learned more than their four years here. Now, I'm not the not the denigrate where you're learning here. But like every company has their own ways of doing things right, every category industry has their own lingo and their and their own methods and everything. So you you, what you learn here is find foundational information, and then you got to figure out how to apply it in your industry and within your organization.

00;42;49;18 – 00;42;55;08
Jon Quinn
And that's kind of key. So Christian, you had a question up here. Yes.

00;42;55;11 – 00;43;04;29
Student Question
You guys both said you didn't have traditional business degrees. How do you guys think your career trajectory has been different without a normal degree?

00;43;05;01 – 00;43;24;03
Marcus Omosule
That's a great question. Like I said at the beginning, like, sometimes I like. Right? Even right now, like, we were talking about, imposter syndrome, like, I'm 25 or we're on a $30 million market. Do I even belong here? Right. You start to get overwhelmed and trying to figure out, like, am I in the right career?

00;43;24;04 – 00;43;45;28
Marcus Omosule
What do I see? Like, where do I fit? And the biggest thing that I've like, you know, had to overcome and look at was like, what am I good at? Right? What like what personal skills can I apply to different careers? And something that I've learned that I'm good at is talking, being passionate, having some integrity, you know, and being motivated every day.

00;43;46;00 – 00;44;02;05
Marcus Omosule
And I think that's like the, some of the key things you need in the sales and marketing world is skills like that. So that's something that I had to find out, in this role. And then just like being a sponge, like learning the business between Home Depot and Team TNT has been, like, mind blowing to me.

00;44;02;08 – 00;44;25;23
Marcus Omosule
Going down and seeing how product is developed and the time in it takes and efforts that it takes to just build a tool to be rolled out for next year. Our marketing strategy, which was brand, product, channel marketing, our operations, like it's been such, so eye opening. And I think that's what it's been like really cool for me in my career, at least I get to I took something that I was not really familiar with and made myself more versatile in my career.

00;44;25;28 – 00;44;38;05
Marcus Omosule
So like, I was thinking about going back and get my master's and hearing that it's like, okay, I've done something different for about 2 to 3 years now. I can really go get, more furnished in my development. So those are just a couple of things.

00;44;38;07 – 00;44;40;27
Jon Quinn

All right. Sophia, you had a question on front.

00;44;40;29 - 00;44;51;16
Student Question
So what is a hard lesson you learned from when you first got into your field? Up until now?

00;44;51;19 - 00;45;13;16
Brent Williams
I don't know if it's a hard lesson, but it was a, I guess, a surprising lesson right out of the gate in terms of going into business versus going into humanities or teaching or something like that, is how you communicate, right? I trained myself in college to think in paragraphs and narrative. Right, which still kind of plays out today in the advertising world in the way that we tell stories.

00;45;13;16 - 00;45;35;09
Brent Williams
But when you communication with business people, you're thinking you talking bullet points, right? You're moving at a at a quick pace. You're trying to influence decision makers who are probably moving at a quicker pace even than that. So how do you evaluate the situation? How do you define the problem? How do you write the right questions for yourself to to figure out?

00;45;35;09 - 00;45;51;03
Brent Williams
And then how do you turn that into something that someone can digest very quickly, very easily? Rely on yourself to tell the right story to them so that they can make the right decision, so that you walk away with the decision that is right for the business.

00;45;51;05 - 00;46;11;27
Michelle Weingartner
Piggybacking off of that, I think the hardest thing for most people that I see is, figuring out like, the organizational culture. I think the quicker you can figure that out and like your team and what the hierarchy is, if you go to a big organization, that's going to provide just as much impact as like your subject matter expertise.

00;46;12;03 - 00;46;30;26
Michelle Weingartner
And I think that can be a challenging thing a lot of times for people. So I definitely encourage, you when you start like try to have as many like meetings as you can with people across different teams, especially coming out of college. Usually people are really receptive to like wanting to like, you know, answer questions you have and like get your onboarding off to a good start.

00;46;30;26 - 00;46;39;13

Michelle Weingartner
But I don't see sometimes people are like hesitant or nervous to do that, which is understandable. But the sooner you figure out the culture, the more success you'll have.

00;46;39;15 - 00;47;02;08
Marcus Omosule
A lesson. For me, the hardest lesson, I'll be completely honest, is professionalism. Like I said, I'm 25 years old. I'm goofy than ever. I love to have a good time. Like I am just a big bright of joy. That is just who I am. And learning this field and, you know, working with. I'm not going to like, hate on people who are old, but, you know, they're more wiser than us.

00;47;02;08 - 00;47;25;06
Marcus Omosule
They're they're more knowledgeable. They have been they've been around longer. They know the business probably better than us. And trying to bring myself from a ten to a five was probably the hardest because, you know, you need to be professional. You need to. You're not representing, just yourself anymore. You're representing your company like t is is is bigger than Marcus.

00;47;25;06 - 00;47;51;23
Marcus Omosule
I'm actually. So, that was probably the hardest lesson I had to learn was to just tone it down a little bit, and act like I belong, which I know I do now. But that was probably my hardest lesson. It was just professionalism, because I think that's kind of hard to, learn if you don't take an internship or you don't have other jobs, or you just have like hometown jobs, which is like serving or, you know, stuff like that, like professionalism, is something that I had to learn quickly.

00;47;51;26 - 00;48;14;01
Jon Quinn
Something I mentioned a lot in some of my meetings with my colleagues is like, we spend so much time emphasizing presentations for our students, which is important. Presentations are like a public venue, which you're going to display your personal brand, but you're going to spend most of your time in meetings, sending emails and the degree of professionalism in which you communicate in those.

00;48;14;01 - 00;48;38;27
Jon Quinn
Oh, by the way, there's a Q episode about that. Is going to really have as much, if not more, impression of who you are as a personal brand than maybe how you do a certain presentation, because you're going to be spending a bigger percentage of your time every day doing that. So it's that degree of professionalism. By the way, that was

another thing that was in that article, unfortunate magazine and the lack of professionalism of Gen Z in the marketplace.

00;48;38;29 - 00;48;49;02
Jon Quinn
So don't succumb to stereotypes. Prove them wrong. All right. So Christina, you had a question. We'll take 2 or 3 more questions. You guys good. All right.

00;48;49;04 - 00;49;07;12
Student Question
Yeah. My question was like Tara said the employee pool is a lot bigger now and tends to be Romo. What's something that you see interns or first year associates do that kind of separate them from the pack and really accelerate their career?

00;49;07;14 - 00;49;29;15
Brent Williams
Asking for responsibility. Don't just wait to be given something. Don't just wait for your turn because your turn will come last if you let it. So so make the right connections, look for more work. Then maybe you're given rise of the gate because that that's what separates you from the pack.

00;49;29;17 - 00;49;46;12
Jon Quinn
You never know what that's going to lead. Like when at my first agency job, we had a regional Coca-Cola account, and, I wanted to get on the account and I wasn't, and I was always asking, I'll take on some extra work, take some extra work. And I got called into my boss's office one day and I said, I need you to escort somebody to a baseball game from Coca-Cola.

00;49;46;14 - 00;50;03;24
Jon Quinn
And I was like, that's the one part of the agency business I didn't like. I wasn't crazy about the schmoozing thing, and I and I don't have a good poker face in my, my supervisor account supervisor. So it kind of read that and she goes, oh, no, wait a minute. Once I tell you who you have to take to the ball game, I think you're going to be a little more excited about it.

00;50;03;26 - 00;50;26;22
Jon Quinn
I need you go to the Hilton and pick up Michael Jordan and two of his entourage and escort him to the game and make sure he gets whatever he wants. And I'm like, you're kidding. Michael Jordan's like, no, I need you to take care of Michael Jordan. Right? So Michael Jordan sat in my car, drove him to a, MLB game, and spent three hours with him making sure you got whatever you want and setting up some photo ops and

everything.

00;50;26;27 - 00;50;41;09
Jon Quinn
Got me on the Coca-Cola account. So, you know, you never know where something's going to lead. But you have to ask. You have to push a little bit. All right, Christian, you got Christian. Plus, there's going to be one up in the back there, too.

00;50;41;11 - 00;50;57;14
Student Question
It's questions for the whole panel. How do you keep up with changes in marketing trends, especially recently with, huge like, huge involvement with AI and digital tools that are evolving so fast today.

00;50;57;17 - 00;50;59;03
Tara Yavorsky

00;50;59;05 - 00;51;22;23
Tara Yavorsky
You can read, I mean, reading, obviously I subscribe to things, but I think just using it, trying it, I was super apprehensive of using AI, because it sounds like it's going to take your job. Right. So, I think I was a little standoffish. I have, my team is I have three younger associates, and I have one older associate.

00;51;22;26 - 00;51;44;22
Tara Yavorsky
So, so the younger ones are much more, willing to embrace it. And so I tried to just take some of that from them, as inspiration and just tried it and used it. And now I use it all the time. And it makes my work better. It makes me, more efficient. So I think just just trying it is my best.

00;51;44;24 - 00;51;51;00
Tara Yavorsky
Excuse me. Best advice for you? Yeah.

00;51;51;03 - 00;52;01;22
Jon Quinn
So any type of new technology like that, if you can show you know how to utilize it and you can add value using it, you're going to be more protected than those who don't. So we got a question up here.

00;52;01;24 - 00;52;18;03
Student Question
Hello. I was just wondering, like, since you're all in like different places in your career, what's the best way to, like, keep going and make sure you don't like kind of top out somewhere or get stuck in a

like a position because I think is like undergrads, like coming in. Obviously we have like a lot of room to grow, but.

00;52;18;06 - 00;52;19;16
Student Question
I don't want that to ever stop.

00;52;19;16 - 00;52;28;05
Student Question
So I got some advice on like how to keep going and keep pursuing more so you don't get stuck somewhere.

00;52;28;08 - 00;52;44;03
Marcus Omosule
I would I would really say like, that's something that I had to find out when I was in college was what's going to drive, what's going to motivate me, right? You really got to. And I'm not saying you guys need to figure out who you are today or tomorrow. It's a long process, but find out what's important to you.

00;52;44;05 - 00;53;04;11
Marcus Omosule
Find out what's what makes you happy. What find what? What's your purpose? Right. For me, growing up, it was always being told I couldn't, so I. So I did, so I could write. Another one is like, you know, being a father, you know, I'm not going to give you my whole life story, but having the opportunity to, have a two year old son is.

00;53;04;13 - 00;53;21;02
Marcus Omosule
And, you know, being someone that I never had is really inspiring to me. So, you know, you start to grow to this thing called life, and you'll, you'll start to figure out that you have to make sacrifices and you're just not doing it for yourself anymore. So really figuring out what's important to you because, like my son in my family is everything to me.

00;53;21;02 - 00;53;37;04
Marcus Omosule
Like I go to work, it's because of them, like, and I love them. But I also love my job more than anything. And I love I love being around people. So just find out what you're passionate about. And I think that what drives you through your career and that's going to help you accomplishments accomplished so much more in your career.

00;53;37;06 - 00;53;55;21
Michelle Weingartner
I would add to be vocal, like to your manager and like other people in the organization, I think that might be seemed like kind of obvious. But I think a lot of people, when you start out, you don't realize

that, like, hey, you're gonna have regular check ins or, you know, performance reviews, and if you're doing well, like ask for more responsibility, ask for more work and say like, hey, here's my, here's where I want to be in one year.

00;53;55;22 - 00;54;13;21
Michelle Weingartner
Here's where I want to be in five years. Like, ask for feedback. What do I have to do to get there? What are other skills or areas that I need to like kind of add to my resume to get me where I want to? And usually people especially like your manager and other in other positions there will definitely want to help and like work hard to get you there, especially if you're performing well.

00;54;13;21 - 00;54;19;03
Michelle Weingartner
So figure out what you want and ask for. It is one thing I would recommend after after being there for a few months.

00;54;19;06 - 00;54;19;16
Jon Quinn
I'm so.

00;54;19;16 - 00;54;20;17
Michelle Weingartner
Glad after being there a few.

00;54;20;17 - 00;54;39;25
Jon Quinn
Months. I'm so glad you said Michelle, because like what Mark was of saying, that was like networking within your organization, right? If you see something that's interesting to you and it's a different department or a different function, start getting to know some of the people in that department and let them know you. And maybe, if you can, an opportunity to work cross-functionally with them.

00;54;39;27 - 00;55;02;13
Jon Quinn
And then you can kind of navigate and maybe get it yourself into a different part and keep yourself fresh. I did that multiple times in my career. When we think about networking, we always think about it like job search. But like networking should be a career long endeavor. You should be networking to, to better understand your your category industry, your discipline, and meet people that can help you get your job done.

00;55;02;15 - 00;55;19;00
Jon Quinn
But also to discover new career past where you never would have thought of. Which makes me think of a question. You know, we're going

to get up to your question up there, Chris, but I just had kind of these sometimes you you don't know what your passions are, right? When I came out, I started in the ad agency business and I got my MBA.

00;55;19;01 - 00;55;39;04
Jon Quinn
I was in CPG because that's kind of the main training ground for marketing. Okay, so I figured out CPG. Then I got recruited to restaurants. I grew up, we never went to restaurants as a kid. We didn't have much money, I didn't I had no, like, passion for restaurants. But then I spent over a decade in my career in it because I ended up loving it.

00;55;39;07 - 00;55;52;08
Jon Quinn
So sometimes you just had to kind of look around, try some things out, and maybe have to discover your passions. So that said, or some passions that maybe you discovered you didn't know you had.

00;55;52;10 - 00;55;54;12
Michelle Weingartner
I have one with this resume.

00;55;54;19 - 00;55;55;15
Jon Quinn
Charlene, a little bit.

00;55;55;18 - 00;56;16;15
Michelle Weingartner
Sorry. With this rotation program, I got to, work in product and there were some things that, like, I could use my marketing expertise with, but a lot of it was like working with, like, architects and like, data engineers to build really complicated, like, data mapping and like dashboards behind the scenes. And that was something I never would have tried previously.

00;56;16;15 - 00;56;37;29
Michelle Weingartner
No one, if I wasn't doing this rotational program, no one's going to hire someone into that with like zero product experience. And it was really, really cool. And I figured out I was good at it. And it was funny because even yesterday I was meeting with a potential, new client. We're partnering, and they pulled up their data map to show me some things, and it was helpful because I could see like, oh my gosh, like, this is set up.

00;56;38;02 - 00;56;53;19
Michelle Weingartner
It's clean. This is like how things are running to, you know, have customer impact. So, I think willing being willing to like Professor

Quinn said, try new things that even if you have no experience and just kind of saying, yes, it's definitely going to benefit you down the road, even if it's not what you end up doing.

00;56;53;21 - 00;57;01;11
Jon Quinn
Yeah, yeah. Sophia, you had a question and then we'll get you. Christina.

00;57;01;13 - 00;57;23;08
Student Question
Oh I'm good. Yeah. So you guys all kind of talked about culture, and, you know, I'm just really curious. Like, was culture like something that you discovered in, like, the recruiting process or was this more something like as you started to get into the workforce in the job, like you started to realize that you enjoyed your work culture and who you're working with every day?

00;57;23;11 - 00;57;50;00
Marcus Omosule
For me, I think it's a little bit of both. And I'll give you guys some, interviewing tips, like, interviewers are asking questions to figure out about you, right? Ask questions to figure about your interviewer. Right. That's going to give you an idea what the culture is like. If someone's just going to talk to you like a robot and talk about deadlines and, you know, not have any, like, sold to them, then you can really kind of figure out what you're getting yourself into, right?

00;57;50;01 - 00;58;06;19
Marcus Omosule
Are you guys going to talk about your personal life for a second? Are you guys going to talk about like, what's your interest or are you just going to talk about the job? And then as you're going, as you get into the job, you really start to network with people that you do the same job with. And see how passionate they are.

00;58;06;22 - 00;58;28;26
Marcus Omosule
So, like, if you have a negative community within your workplace, like, then the negative, idea or the idea is going to be negative of the job. So really, you'll figure out fast if it's a good place to work with, work for and I think culture is a great thing. And I think, like I said in the interview process, you can figure out the culture is right then and there.

00;58;28;29 - 00;58;46;21
Jon Quinn
Another tip I would say is like, find somebody in your network that worked there and talk to them informally before you interview with

them. Just connected with somebody. One of my MBA students is interviewing at a CPG firm. He asked me if I knew anybody there. And I'm thinking, I think I do probably back for my Indiana dates.

00;58;46;24 - 00;59;06;01
Jon Quinn
So I went back and I did, and I connected. And it's even almost it's like you had somebody that worked there that no longer works there because they will be completely candid with you. Right. So that way, another good purpose. Utilization of networking. All right. Krista, at the top.

00;59;06;03 - 00;59;18;17
Student Question
Hi. What is the most unexpected takeaway you guys have had, like throughout your career journeys and within your guys's positions? Now?

00;59;18;20 - 00;59;40;11
Marcus Omosule
That work is actually really fun. That's probably the most unexpected thing that I've taken away my career. I've had a lot of jobs. I've worked at Speedway's restaurants. Maintenance jobs throughout college. Like, I never thought I could literally go to work and have a lot of fun and enjoy what I do. So I think that's the most unexpected, because I truly don't believe everyone really enjoys working 100% of the time.

00;59;40;13 - 00;59;46;02
Marcus Omosule
I enjoy working 99% of the time, so that's probably it.

00;59;46;04 - 01;00;03;00
Brent Williams
Mine was probably that if I'm the smartest person in the room, I'm in the wrong room, right? Because if I'm the one answering all the questions and I'm doing all the driving, I'm not learning anything. Right? And okay, I'm getting farther into my career than a lot of, that you guys are going to be anytime soon, right?

01;00;03;06 - 01;00;25;18
Brent Williams
But there's still opportunity for me to learn. There's still opportunity for me to be better. There's still opportunity for me to pick up tips and tricks and knowledge from people much younger than me. Right? So just look for places where, you don't have to be the dummy in the room, but don't be the smartest guy or the smartest, girl, because there there are there are ways to improve, no matter where you are in your career.

01;00;25;21 - 01;00;37;20

Jon Quinn
And don't showboat or try to position yourself as the smartest person in the room, because that never goes over well. Yeah, yeah. Oh, Sophie, I got one. Okay. Question.

01;00;37;22 - 01;00;57;16
Student Question
Hi, I'm Hannah, I'm a junior here at Ohio State. I was just curious. Do you have any advice for maybe some of us that have had, like, a summer internship and are looking to get a full time offer at the same company, or like any traits that you would look for as someone that's maybe more experience that maybe we wouldn't know.

01;00;57;19 - 01;00;59;01
Student Question
Thank you.

01;00;59;04 - 01;01;05;02
Jon Quinn
There's a career episode about that getting successful internship to get the full time offer. Yeah.

01;01;05;04 - 01;01;26;01
Marcus Omosule
I would say with, interns ask for feedback like it's not going to hurt to be like, okay, what is something that I could have done differently, or even at the beginning of your internship, ask like, hey, what do I need to do throughout this internship to make sure that I get an offer? So that's probably a piece of advice I would say is just ask for feedback.

01;01;26;04 - 01;01;39;09
Marcus Omosule
The worst thing they can say is, you know, we're just not bringing you back or, you know, no, like, if you obviously didn't get the offer, you already know that. But ask for feedback so you can tell yourself next time, what do I need to do better? So, that's probably something I would say.

01;01;39;11 - 01;01;58;25
Michelle Weingartner
Yeah. And I would say try to go into the program and ask questions about like what that place out processes. The recruiter should be pretty transparent. And if there isn't, like an answer or a straight path, that's fine too, because you can go and have a great experience. But, I would say trying to understand what that looks like.

01;01;58;25 - 01;02;24;15
Michelle Weingartner
And if you don't really have an answer, then trying to prove yourself

when you're there. Yeah, I would just say making yourself indispensable. So, you know, the company I work for is much smaller than Chase, right? So we when we have interns, it's it's a little more scrappy or grassroots, I guess. And we had an intern who he fit seamlessly with the team and had a video, you know, had some video experience that nobody else on my team had.

01;02;24;17 – 01;02;40;05
Michelle Weingartner
And he really put that to use for the summer that he worked for us. And when it was time for him to be done, it was like, oh, like we are, but we can't not have the video. Like, we need Joel and and we and we converted him. So, I think making yourself indispensable to the team is, is huge.

01;02;40;05 – 01;02;43;14
Michelle Weingartner
So they can't they can't not see you there.

01;02;43;16 – 01;03;05;28
Jon Quinn
And so I would just, recommend to I mean, yeah. Be visible. Make sure other people in the organization know who you are. Because at the end of the internship, there's going to be a meeting in a closed door meeting room somewhere where 4 or 5 people are going to talk about you and they're all going to assist you and give you a thumbs up or thumbs down.

01;03;06;03 – 01;03;22;23
Jon Quinn
And if only one if you only have one advocate in that room, that's going to be tough sledding for you, right? You're going to have to want to have multiple advocates that say, you know, I worked with her and I was really impressed how she did this or did that. And like if you got 2 or 3 people saying that, you're in pretty good shape, but if you got one, you're in trouble.

01;03;22;25 – 01;03;27;22
Jon Quinn
Kristen. Yeah, yes.

01;03;27;25 – 01;03;32;29
Student Question
I'm currently a sophomore. I was wondering, how did you, like, specifically decide.

01;03;32;29 – 01;03;33;26
Student Question
To get into marketing?

01;03;33;26 - 01;03;36;25
Student Question
I know there's a bunch of different career paths within that.

01;03;36;27 - 01;04;03;08
Tara Yavorsky
Other than I hate math and science. I don't know if I have a great answer for, you know, kind of joking, kind of not joking, but, I think it's just I don't know if it's, you know, knowing what back to the passion point. I didn't just, you know, uncover any new passions, but I think what as I, as I started working, I figured out what it is I liked about, advertising or marketing and then leaned into the kind of human aspect of it.

01;04;03;08 - 01;04;12;26
Tara Yavorsky
And what I think of now is really around storytelling. So, so I don't I don't know if that really answered your question, but.

01;04;12;29 - 01;04;13;16
Jon Quinn
Go ahead. Michelle.

01;04;13;23 - 01;04;41;08
Michelle Weingartner
Okay. I was always fascinated by people, and I think that's still why I'm doing it. I think it's really interesting because every single time that you launch something you can have ideas about, like how the consumer is going to react and they will definitely prove you wrong. Even right now, I think it's really fun. Like, everyone is spending so much money studying you all, and trying to figure out, like, what we need to do to, when your generation over.

01;04;41;08 - 01;05;01;16
Michelle Weingartner
And it's completely different than, you know, the subsequent ones before that. So I think it's always changing. It's always evolving. All the new like channels. There's a new channel we just launched called Demand Gen. No one would have even known, like it was an option like four years ago. So I think all of that, is really interesting, right?

01;05;01;18 - 01;05;14;25
Jon Quinn
Yeah. So different roles and marketing will have different like skill sets. There's some that are highly and I would think that from a local standpoint, probably Chase is probably the highest on this on this panel. Analytics and financial services like through the roof.

01;05;14;25 - 01;05;15;03

Michelle Weingartner
Yeah.

01;05;15;04 - 01;05;21;11
Michelle Weingartner
We work with like data scientists that have to kind of sign off on like everything you do. So it's interesting. Okay.

01;05;21;13 - 01;05;36;27
Jon Quinn
All right. We're going to have one more question from each side because I promise I would do hold them a little over an hour. And I plus I want to leave some time for some informal discussion, like if something one of the panelists said sparked your interest, you want to talk to them. One on one, we're going to have a little informal discussion.

01;05;36;27 - 01;05;41;14
Jon Quinn
So one more from this side, one more from that side. So for you, your side first,

01;05;41;17 - 01;05;51;09
Student Question
For the whole panel, is there a specific company that you guys haven't worked with before on a project that you think would be cool to work with, and why?

01;05;51;12 - 01;06;18;06
Marcus Omosule
That is, I mean, my coworkers have this conversation every day, so I love Home Depot. I love our partnership. It's awesome. But, with especially our cleaning products with Ryobi, Hoover, Dirt Devil, have you guys I mean, you guys have all go to target. I mean, I know half of you cut into a target. I think, like, there's that's a company that we could work with just because target is just so global.

01;06;18;08 - 01;06;34;28
Marcus Omosule
They're just the way they run their business is so smart. And I think that is a company that, we would love to get in with. We work with, like, mom and pop shops like Ace Hardware and all that kind of stuff. But I think target would be really cool to work with, especially with our cleaning products and getting that, into there.

01;06;34;28 - 01;06;37;28
Marcus Omosule
So.

01;06;38;01 - 01;06;59;08

Jon Quinn
Yeah, I think I mentioned before the target's brand was baked into it from the day it started in 1962. It was cheap. Chic was part of their, part of their, positioning from the very beginning. And they've stuck to their positioning and they've learned new iterations as the consumer preferences changes. What does that mean? Target would be very cool.

01;06;59;08 - 01;07;10;11
Jon Quinn
And you have to live. It would be very cool because you have to live in Minneapolis if you're going to work in headquarters. So, how about the agency and consulting side? There's got to be some clients you wish you guys had.

01;07;10;13 - 01;07;33;00
Tara Yavorsky
Yeah, I mean, we so the way we do, we specialize in, you know, certain verticals like us retail and restaurant, our biggest two verticals. So we have brands that we, you know, want to work with, that we kind of actively are targeting from a marketing and business perspective. So, you know, we, gosh, is this going to be public, though?

01;07;33;00 - 01;07;34;03
Tara Yavorsky
I don't know if I'm allowed to say it.

01;07;34;06 - 01;07;36;11
Jon Quinn
It will be on Apple Podcasts.

01;07;36;11 - 01;07;40;04
Tara Yavorsky
I can't say it, but, but they're brands, you know.

01;07;40;07 - 01;07;45;28
Jon Quinn
Not necessarily part of your business development process, but just like it like this aspirational. Yeah.

01;07;45;28 - 01;07;46;15
Tara Yavorsky
I mean.

01;07;46;19 - 01;08;03;28
Tara Yavorsky
You know, it's it's it's the cool brand, right? So like, if you think of any vertical who's at the top, I mean, you're looking at the jeans and the I mean, who's the top? That's you want to work with? I mean, we have gosh, I guess I've already said brands I wasn't supposed to

say. Anyways, when I gave my intro, I didn't think about that.

01;08;04;01 - 01;08;27;16
Tara Yavorsky
So we have Starbucks, right? So, like, we have Home Depot, we have Walmart, we've worked with target. I think if you asked anyone in my company, they they'd love to work with target again. If you look on the CPG side of things, I mean, Nike for example, any brands that are doing the cool, you know, the cool stuff those are that's who we want to align with because it gives you the opportunity to be innovative to.

01;08;27;18 - 01;08;44;14
Jon Quinn
A couple of those brands you mentioned aren't doing so great right now. Like we are really trying to figure out how to change things. Nike and Starbucks are both kind of scrambling right now. Yeah, which could be I mean, that's always opportunity. That could be exciting. Yeah. Because of all right. Last question of the day up here.

01;08;44;16 - 01;09;04;25
Student Question
Hello. So we've talked a little bit about the creative aspect in marketing, and I'm curious to know what you guys see in your respective careers and companies in terms of how the creative world will look in the future.

01;09;04;27 - 01;09;35;01
Marcus Omosule
I'm kind of seeing it now with team two. If you guys have it. Do any of you remember newspapers? I don't see like newspapers used to be sent to your house with ads of, like, promotional stuff going on, like Black Friday deals and all that kind of stuff. We're getting into the side of, like, where we use CRM and we send out our promotional, sayings or like promotional, products through email now or text message and anything like that.

01;09;35;06 - 01;09;58;10
Marcus Omosule
So I think, like we're starting to see more tech, technology be involved with our marketing aspect. We really make a big focus like we don't have we have a right to be tools.com, but it takes you to homedepot.com. So we have a team that works directly with The Home Depot to make the brands and make our marketing strategies more, pleasing to customers.

01;09;58;12 - 01;10;17;05
Marcus Omosule
So I think I'm starting to see it in the direct moving in the right direction right now, but for the future. It just, I honestly, my

biggest thing is with this paper, like, how how is that going to look? So I think that's a question within itself as well, because I think paper plays a big part of it with the older generations.

01;10;17;08 - 01;10;32;15
Marcus Omosule
You know, people love having something to hold in their hand. So I just think, everything when we go to a world that's paperless, we'll really start to see, like, a different, different change. And, that strategy and strategy.

01;10;32;18 - 01;11;01;00
Michelle Weingartner
I think you're going to see quickly the way that we like, build assets and creative is going to change. It's going to be, you know, completely in the hands of AI eventually, where, you know, maybe we input and have a library of like photos or headlines or, you know, needs and wants that the customer has. Then, you know, basically, I once they see that customer behavior and those Add algorithms is going to create that ad in real time, I'm sure that capability already exists, like the infrastructure in the different platforms isn't completely there, but it's probably going to change.

01;11;01;02 - 01;11;05;16
Michelle Weingartner
A lot of people's jobs down the road and how they like, think about things.

01;11;05;18 - 01;11;31;10
Brent Williams
Yeah, that that would be mind. I mean, it dovetails off of what you've both said, right, is customization. Personalization of of the creative experience of the guest experience of the the customer experience. How does a brand remain true to itself and make a 1 to 1 connection with each and every one of its consumers? That that I think is the biggest challenge that that my team currently faces.

01;11;31;12 - 01;11;32;17
Jon Quinn
All right. Thanks everyone.

01;11;32;21 - 01;11;34;01
Jon Quinn
So thanks for our panelists.