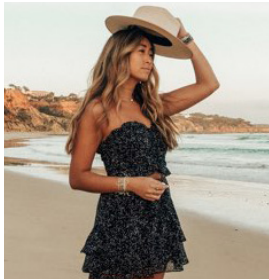
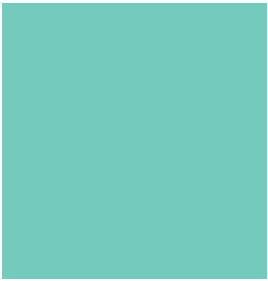


# MISS FITS



marketing issue 02

summer 2020

# Welcome

Being a **MissFit** means challenging the status quo.  
It means following your gut when others tell you not to.  
It means standing up for what you believe in, even if  
you're standing alone.

Our team believes if we stand together,  
we can create change.

We can spark a movement that celebrates the  
professional evolution of women in the workplace,  
a movement that will allow women to feel comfortable  
asking for a well-deserved raise, a movement with  
fresh ideas and representative leadership.

Together we grow. Together we rise.  
**Together, mountains will move.**



06

## Cammie Dunway

CHIEF MARKETING OFFICER AT DUOLINGO

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10

## Basar Kutlu

BRAND DIRECTOR AT AGALA

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14

## Kiersten Hathcock

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18

## Chelsea Chen

SOCIAL MEDIA COORDINATOR AT NICHE

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22

## Amber Osborne

EMERGING TECHNOLOGY MARKETER

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26

## Ari Moledina

DIGITAL MARKETING MANAGER AT BACK TO THE ROOTS



30

## Danielle Ryan

CEO & FOUNDER OF BRITEIDEA MARKETING GROUP

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34

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VP OF BUSINESS MARKETING AT EDELMAN

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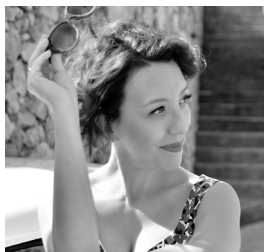


38

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42

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46

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50

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54

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58

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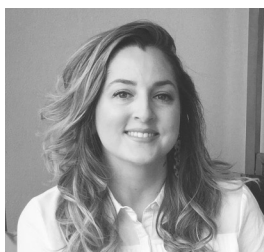


62

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66

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70

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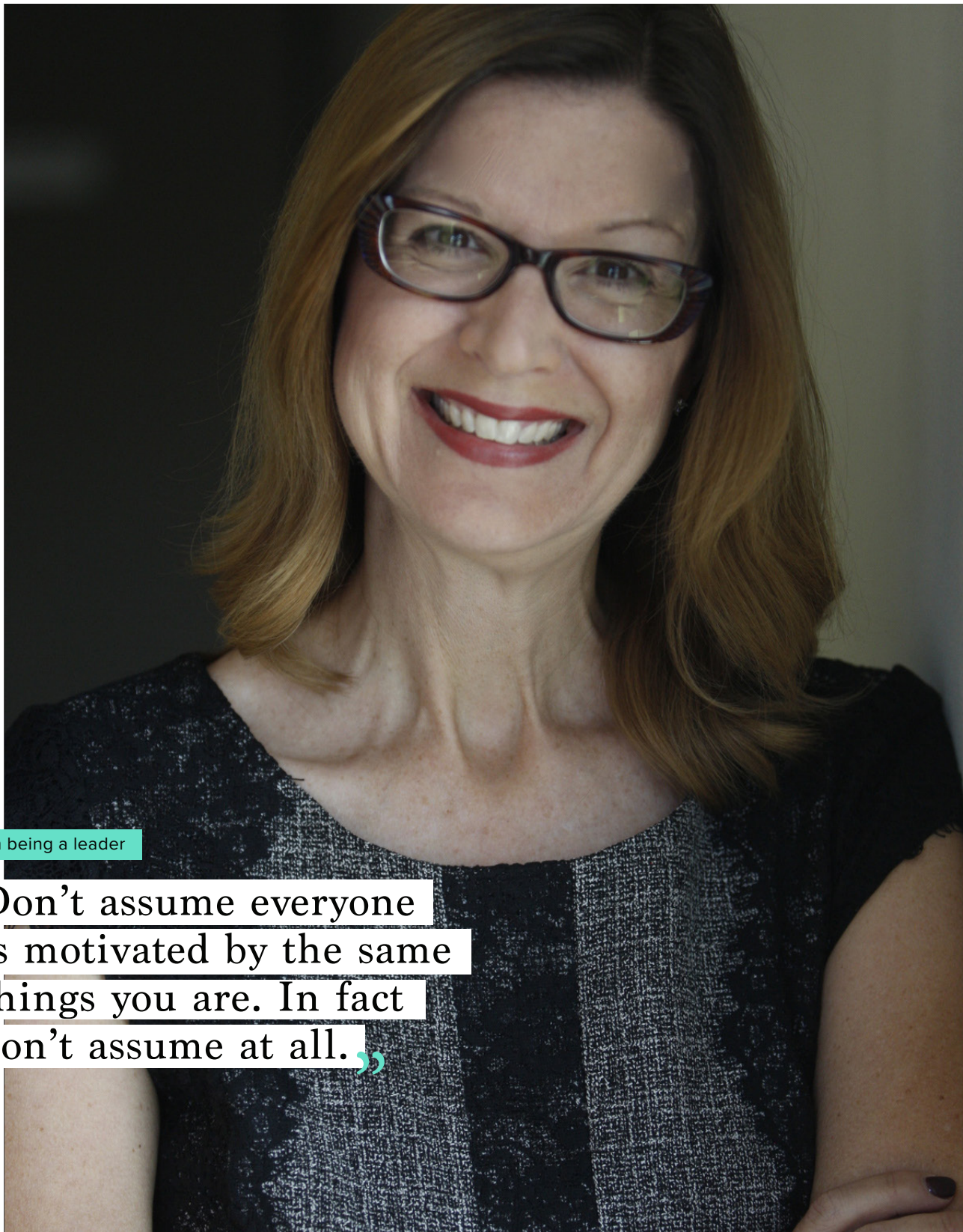


74

## Salmaa Elshanshory

DIRECTOR OF STRATEGY & OPERATIONS AT HANDY HQ

@withsalmaa



on being a leader

“ Don’t assume everyone is motivated by the same things you are. In fact don’t assume at all. ”

Chief Marketing Officer

# CAMMIE DUNAWAY

Chief Marketing Officer | Duolingo | [duolingo.com](https://www.duolingo.com)

get to know cammie

**What's your favorite binge-worthy show?**

Blown Away.

**Early bird or night owl.**

Early Bird.

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

Converse sneakers.

**How has working for a start-up application, Duolingo, differed from your previous work at already established brands like Frito-Lay and Nintendo? What are the challenges you face now, versus ones you faced in the past?**

After almost 30 years in the business, I wanted to put my heart and my energy into helping grow a company that makes a difference in the world, and it's important for me to work with people who are smart and passionate. Duolingo has both of those qualities in spades. Duolingo's mission of making education free and accessible for everyone was a major factor in my decision to take the job. By helping more people learn a new language, we are building bridges between cultures and giving people an opportunity for a better life.

While working at a startup comes with some key differences compared to large companies, I have found it to be a rewarding experience. One of the aspects of Duolingo's culture that I value the most is the encouragement of innovation among employees at all levels of the company. When someone has a good idea for a new feature or product, there are real opportunities for those ideas to be heard and ultimately implemented. In general, things move much faster here relative to larger companies with

more complex team structures and organizations. This is one of the key factors that has allowed us to stay innovative by consistently introducing new products, features, and overall improvements to the Duolingo learning experience.

**You have been on the Board of Directors for various companies including Red Robin, Nordstrom, and Planet Fitness. How has that changed or influenced your line of work, and would you recommend others take on roles like this?**

Over the past 15 years I have been privileged to serve on multiple corporate boards including Brunswick Corporation, Marketo, Nordstrom fsb, Red Robin, and Planet Fitness. My time on those boards has taught me many lessons, not least of which is that on most boards, you may be the only marketer in the room. I believe this gives us the opportunity to position ourselves as the voice of the customer, the brand and an expert on innovation and top line growth. It is an excellent opportunity to apply your skills to different industries and to learn from talented colleagues with diverse perspectives and experience.

It is important to choose a board where you can add the most value. While this is relatively easy for finance people who can lead audit committees, it is more challenging for leaders from the marketing function. If you are interested in joining a board look for companies where marketing and customer experience are central. Add to your functional knowledge by developing foundational knowledge and expertise in specific areas like board governance or comp. It is helpful to be perceived as an expert.

It is also really important to understand the difference



between management and governance. A board's job is strategy and oversight so board members focus on the long-term strategic health of the company. It's important to adopt an attitude of reasonableness and remember that different is not wrong. Ask yourself, "How will this company win 5 years out?"



Childhood dream job. Broadway actress.

### Do you see women making giant strides or do you feel we have much more to go?

The challenge early in my career was that women were told to act like one of the guys to succeed like one of the guys. Whether that meant wearing suits with padded shoulders and neckties or toughening up to show little emotion, we focused on conforming to a pretty narrow band of behavior. Be too aggressive and you were a bitch, hold back and you were too soft. As you can imagine, conforming to that kind of a mold can be both draining and isolating.

Overtime, through the help of great mentors, I gained the confidence to bring my more authentic self to work. I still felt like I had to work harder than many of my male colleagues, being more prepared for meetings and bolder in expressing my opinions, but I gradually grew less concerned about mastering my golf game and more comfortable expressing emotion and sharing stories about my family.

I think barriers still exist for women today. I frequently hear stories from young women who struggle to have their voice heard in meetings or who feel overlooked for plum assignments. But I am also encouraged by the examples I see of young women today who are

less focused on leaning into male dominated systems and are more focused on changing those systems. And I am especially encouraged by the examples I see of men speaking out as allies.

I feel fortunate to work at a company where the average age is 26. Everyday I am inspired not only by what I see this generation accomplishing professionally, but also by how they are striving to make the workplace more equitable for all. Where I hurried back to work a few weeks after my son's birth, one of the young moms on my team recently spoke up to her pregnant manager reminding her to please take her full leave to set the right example for others. While I kept silent when I was called "Honey," one of our young engineers created a Slack bot which can alert you if you are using gender biased language. These young people inspire and challenge us daily to rethink our unconscious bias and reframe practices that keep employees from bringing their best, most authentic selves to work.

I am proud of what my generation of female leaders has accomplished. No doubt we laid important tracks by shattering the stereotype that only men can successfully lead large organizations. But now I want to do more. I want to be an ally for these young people and support their commitment to reshape our institutions. I am ready to learn and be led by those who will settle for nothing less than a more equitable world of work. *m*

#### tips from cammie

##### Best tip to a college grad.

Take the job that gives you the best opportunity to grow.

##### Best tip for staying motivated.

You are neither as good as some people say you are nor as bad as others say you are. Just be yourself and you'll be fine.



“Don’t settle for  
succeeding in  
a man’s world,  
change that world  
by tackling the  
policies and beliefs  
that continue  
to contribute to  
inequality. ”

cammie dunaway | [@cammiedunaway](https://www.instagram.com/cammiedunaway)



on getting your hard work noticed

“ Hard work speaks for itself,  
but you may not be praised  
for it. Don't do it for the pat  
on the back, do it for YOU. ”

Brand Director

# BASAR KUTLU

Brand Director | AGALA | [www.linkedin.com/in/basarkutlu](https://www.linkedin.com/in/basarkutlu)

get to know basar

## What did you do when you were 23?

Juggling grad school & work.

## What marketing meme gets you through a rough day?

Willy Wonka ones! "Oh you're in marketing? Tell me about how you drive engagement?"

## What's your favorite binge-worthy show?

La Casa de Papel.

**While navigating your previous experiences, what drove you to lean into the brand side of marketing rather than agency or freelance? Has there been a specific project or market experience that helped shape your current marketing views?**

Those two concepts actually coexist in my world of marketing. Even though I'm focused on driving brand marketing initiatives for larger organizations, the entrepreneurial nature of my work carries through the everyday challenge of building something new – whether it relates to a new brand, product, service or technology. I have also been fortunate enough to be involved in exciting projects through consulting small businesses & startups on brand strategy and evolution. I believe working on such diverse projects in scale adds a new perspective on growth as a marketer, and tremendously fuels creativity, observation and problem-solving skills. I would not be where I am today, without tuning into the world around me at large.

**What is your strategy for building powerful teams? What qualities do you look for when hiring?**

Riding on the wings of synergy and passion, I believe it's important to focus on your vision and values the most when you set out to build a powerful team.

Functional expertise is important, but I always look for someone who wants success just as much as I want it. A team can always learn and upskill, as long as the right attitude, resilience and passion is there.

**As an entrepreneur at heart, what do you look for when considering new projects?**

I look at the growth potential, market size and target consumer and then tap into details to understand how viable the goal is. Are we trying to solve a simple problem for bigger impact or change consumer behavior altogether? Do we have what it takes, or do we need to start from scratch, invest and stretch heavily? There is no linear path to success, but you have to carefully evaluate both internal & external factors and find balance between reality versus aspiration.



Childhood dream job. Restaurateur.


### Who is one person in your personal or secular career that inspires you?

My father, who also happens to be the first CEO I worked with, has been a tremendous influence on my career. He spent every day of his life working hard and I have never once heard him complain about being tired and overworked. He taught me the value of a good reputation and I still seek out his opinion when I need inspiration. He helped shape my work ethic and passion for business early on, pushing me to become a fair leader and intuitive problem solver.

### What is some of the best career advice you have received that you also apply to your personal life?

Look for the potential in everything! When you let your imagination run wild, you find yourself in the act of creating, and it starts with a simple question: “what if”. Seeing the possibilities of what something can be not only sparks your creativity but strengthens your ability to process information and problem solve. This notion applies to simple, everyday challenges, so the next time you run out of milk for a recipe, try mixing half & half with water and see where that takes you.

### What was the best move or decision you have ever made for your career? Was there a decision that wasn't so beneficial?

The best move I made was launching an international startup when I was 25. As a Turkish native and a fan of great food, I always had a passion for introducing our delicacies to the rest of the world. Going against the failure mindset of large Turkish olive oil companies, I took the initiative to present our olive oil heritage in the United States, while providing a steady income opportunity for local women artisans and growers in my hometown. Even though we couldn't maximize growth, being courageous enough to try, and doing so for the greater good was my biggest success. The things I learned and the skills I acquired paved the path for the rest of my career - I faced my fears, discovered my strengths and learned to be a better marketer. 

“Leave your ego at the door and energize your people to serve the greater good. Lead by example, inspire great work and never stop learning from others!”

#### tips from basar

##### Best tip to someone who is afraid to fail.

If you don't trip and fall, you may not notice the \$10 on the ground that pays for your ticket to the next destination.

##### Best tip to a college grad.

Travel to your favorite place, find your peak and soak it up for perspective.







on staying motivated

“ Connect with other  
like-minded leaders  
who inspire you.  
Support one another. ”

Photo © Tanya Malott

Founder

# KIERSTEN HATHCOCK

Founder | Mod Mom Furniture | [modmomfurniture.com](http://modmomfurniture.com)

get to know kiersten

## **Favorite flavor of coffee or are you a tea drinker?**

Coffee drinker, for sure. Addicted to cappuccinos.

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

Funny enough, I am! Just finished writing the manuscript for my memoir entitled Undercover Medium.

## **Favorite Instagram account for inspiration?**

Brene Brown – I'm a big fan of her work on the subject of vulnerability.

## **Tell us about your first entrepreneurial venture: How did you come up with the idea and how did you start your business?**

My first venture was Mod Mom Furniture. I came up with the idea as a way to make money and still be able to be home with my kids. I saw a need in the marketplace and figured if I could teach myself how to build furniture, I could easily market my products to the target demographic I knew was looking for what I was making. The hard part was not the marketing, but figuring out if I even liked carpentry and if I could do it without losing a finger or two! The first toy box I designed was inspired by my Grandma Theda's old split top record player from the 1960s.

## **Which parts of being an entrepreneur have been the most enjoyable for you, and which have been more difficult than you initially realized?**

The most enjoyable parts for me are two-fold: I've always loved the down and dirty design process. Unlike most designers, I actually had to build the products in order to design them. I don't do CAD.

And secondly, I have always enjoyed designing the brand elements, i.e., logo, website, marketing materials, etc, and speaking at conferences about building a brand from nothing.

The most difficult parts revolve around managing all of the back-end details like invoicing and order processing, so I learned to outsource that. And I had to figure out how to manage my time so my business didn't take over my life. For a few years, it did, but I eventually learned to delegate more.

## **Mod Mom Furniture is an international brand that brought in celebrity clients like Rachel Zoe and Matthew McConaughey, and has been featured in high profile publications like People Magazine, Elle Decor etc. How has this exposure helped your business grow and what are some steps you took to accomplish vast exposure in the media?**

I'm one of the lucky ones whose brand garnered editorial spotlight despite the fact that I didn't spend any money on marketing. When I first started out, I reached out to one design blog and from there, news of my garage venture spread like wildfire throughout the NY design blog world. That led publications like People and Dwell Magazine to reach out to me. I'm incredibly grateful to have made enough noise by putting out good products and writing about life in my garage that the brand was elevated internationally. Today, it's more of a pay to play market but authenticity and human connection are still at the core of all marketing we do. My advice is to get to know who the bloggers/writers/outlets are in your industry and engage with them but not in a "press release" way. Just be you and see if they have an interest in sharing your story/brand.





**Childhood dream job.** I wanted to be an Olympic ice skater. Carpenter/Designer. Ice skater. Same thing, right?!

### Who has been your biggest role model and how have they impacted your business?

My biggest role models have always been my parents. My dad, a self-taught carpenter/teacher/football coach, used to make furniture for our house made from old bleacher boards. He's one of those people who can design and fix anything. Both of my parents encouraged me from a young age that I could do whatever I set my mind to in life. There were no gender boundaries. Watching my dad build furniture when I was young modeled that I, too, could try whatever I felt drawn to no matter how much it didn't make sense to the rest of the world. Without that foundation, I wouldn't have had the guts to try carpentry and furniture design without a background in either.

### What challenges did you face while balancing your career responsibilities and personal life as you started your business? How have you learned to adapt?

When I started Mod Mom, my kids were three and seven. I didn't have childcare so I had to work around their schedules. I learned to fire up the table saw in the morning after they were off to preschool and elementary school, that way I wasn't at risk of losing a finger or having a major accident while they were home. I got the dirty work done when I was fresh. I tended to the invoicing and marketing at night after they went to sleep. Having been in a fast-paced, corporate job for ten years prior to Mod Mom, I was grateful to be able to fit it all in, but there were times

I missed having an office and regular hours. I rarely worked on weekends when I was with A&E and The History Channel, but as an entrepreneur I got used to working seven days a week. I also made sure that I made time for me otherwise, I would have lost my mind. It's not easy being a work-from-home mom but it sure was worth it to me.

### What do you think are the most common mistakes entrepreneurs make and how do you avoid those mistakes?

One of the biggest mistakes I see entrepreneurs make is that they don't do enough research before launching their product. Many don't know exactly who they are targeting or what the competitive landscape looks like. It's critical to know that you're actually solving a problem or filling a need in the marketplace. Also, I've seen many folks quit too soon. Entrepreneurship requires fierce determination and a never say die attitude. Believe me, I've considered it as well, after several really big deals fell through and I was forced to take on extra outside jobs, but I'm so glad I didn't throw in the towel. All the good stuff came after the darker times. For example, just recently, I was approached by Frank Lloyd Wright Foundation to design a co-branded line. It's called Frank Lloyd Wright PlayHouse by Mod Mom Furniture. We launched the line in April 2020 on [modmomfurniture.com](http://modmomfurniture.com). If I'd quit years ago, I wouldn't have been offered this incredibly amazing opportunity. *m*

#### tips from kiersten

##### Best tip to someone who is afraid to fail.

Just do your best but let go of trying to control the outcome. Mistakes are truly just redirections. Many times, they end up taking you to places you could have never imagined.

##### Best tip for getting your hard work noticed.

Be authentic. Early on, I wrote a blog about daily life building a furniture company from my garage and people started following my journey. It wasn't earth shattering but it was an inside look at what it means to be an entrepreneur who is raising kids at the same time. It's one of the main reasons NYC design blogs started to take me seriously.



“Trust your  
intuition even  
when it seems  
crazy as hell.”



best tip for first time leaders

“ Be the best listener possible. Take note of how people work together, what people’s communication styles are, and get to know who people are beyond work. ”



*Social Media Coordinator*

# CHELSEA CHEN

Social Media Coordinator | Niche | [niche.com](https://www.niche.com)

get to know chelsea

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

Birkenstocks

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

Roll over and sleep for five more minutes

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

I'll Have Another Glass, Please

**Social media is an ever changing landscape. How do you stay on top of the trends and developing platforms?**

By constantly being on social media! I am always looking at what other brands are doing, especially brands beloved by our demographic. I tune into stories and Lives, and I pay attention to what my peers in the industry are saying and doing. I love watching "A Drink with James" and reading the newsletters from Later; I find those resources helpful in staying on top of trends. I also make sure to read the news from several different outlets and check Twitter daily.

**You built an extensive background in the hospitality industry. What led you to your current passion for social media?**

Hospitality and social media are similar in that they both connect humans and allow us to establish relationships with each other, often pretty intimately, in ways that we might not have in our ordinary lives. I picked up photography at 15 years old and started a Flickr account, and that was really the start of it all. I got feedback from and befriended total strangers, and I nurtured my

connections with this photography world online while also improving my photography skills and posting regularly. I lost touch with this world sadly when I went to college. I still took photographs, but I was mostly caught up in my new college life. It wasn't until the summer of 2017 after my world had collapsed around me that I picked up my camera again. I was in so much pain, and I wanted to share my stories and my images. I wanted to create and connect. What better way to do that than on social media? I never could have imagined at that time that I would meet some of my greatest friends through social media.



Childhood dream job. To be JLo!!!

**What do you do to balance the relationship between social strategy, content creation, and data analysis?**

I'm not sure I'm great at balancing anything hahaha but it helps to have amazing people on my team! My boss is really good at helping me understand the big picture, and we're constantly chatting throughout the day to make sure what we put out is in line with

what we want to represent and who our brand voice is. He's a big fan of flowcharts, and I'm a big fan of Google spreadsheets. I spend a lot of time gathering and curating content and looking for ways to build brand awareness, which ties into our social strategy.

**You helped build and grow a dedicated Instagram following for Niche. What was your thought process when building out the current strategy and what tips do you have for someone struggling to find their audience?**

The first thing I always think of when you're looking to establish or build your brand is this: What is your why? What value do you add? Why would someone come back to your page? For Niche, I immediately clicked with our tagline, "Find Where You Belong," and I knew we had to feature students and their stories. I've always been passionate about human connection and storytelling to bring people together, so I wanted Niche to be a place where students could share their college experiences and where prospective college students could find inspiration and also learn more about schools from current students.


**What goals have you set for yourself when it comes to your personal brand?**

I always want to stay true to myself - a goofy, independent, not-afraid-to-make-a-fool-of-herself, adventuring, open-minded, open-hearted woman. I used to care so much about follower count and engagement, and that was toxic and unhealthy. I post way less frequently now. I'm on my work Instagram far more than my own. And it feels really good! I want to keep using my own platform for things I love and care about, and I want to use it to continue speaking my truth and sharing stories.

**Where do you think the future of influencer marketing is headed?**

I think influencer marketing is here to stay, but how companies and influencers work together will change - for the better! I think the connections between businesses, influencers, and consumers will become more authentic. Companies are taking closer looks beyond just the numbers - do influencers have a genuine connection with their audience? At the same time, audiences are holding influencers accountable and want to see who is actually behind the beautiful photos.

**How can business owners keep their social media personable and unique?**

Keep it real and true to your voice and what you believe in! I love to see who is behind the brand and to hear that person's story. When owners/employees open up on stories in a real way and talk candidly to their audience, I find it really refreshing. I also love to see behind the scenes posts on stories! At the end of the day, it's always about human connection, and social media is such an amazing place to have these connections and nurture them. Talk about the hard stuff. Talk about what you're going through. Talk about why you started your business. Ask your audience what they would like to see from you. Ask them about their lives. Get to really know who you're speaking to . 

tips from chelsea

**Best tip to someone who is afraid to fail.**

Ask yourself what the worst thing is that can happen. Usually, it's not so bad. Think about that situation, then picture yourself succeeding instead and manifest that shit!!!

**Best tip for getting your hard work noticed.**

Document everything and speak up for yourself. Women are always quick to say, "Oh, it was the whole team," which is great to give credit where credit is due, but own what you DO, too.







on new leaders

“Be the person  
you always wanted  
to work for. ”

Photo © Mukul Soman <https://www.instagram.com/lightseeker1>

# AMBER OSBORNE

Emerging Technology Marketer | [ambertosborne.com](http://ambertosborne.com)

get to know amber

## What did you do when you were 23?

I had no idea what I was doing.

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

Tall Boots

## Favorite Instagram account for inspiration?

@alexandermcqueen

**Your background includes work with brands of all sizes. In your experience, what are the main differences when it comes to working with small start-ups to international brands?**

When working with smaller companies, your impact as a marketer could change the whole outcome of the business with just a shift in strategy. You have to make sure strategies align with the overall business goals for smaller companies. On the other hand, bigger brands have bigger budgets and teams to make things run a bit more smoothly.

I personally love working with startups because I love helping the little seeds become trees.

**Currently, you are working in the virtual reality space. Where do you see the future of virtual reality heading in both everyday life and marketing?**

We've been in a "builder" mentality as an industry for the last few years, lots of development in software and hardware. Now, there is a search for the consumer as we move further past the "VR is just video games" and more into the consumer lifestyle market, a la... watching Netflix on your headset, attending classes, having business meetings...etc. The list goes on. I see the future of virtual reality needing more marketing and more marketers, there is a great need to show the value beyond just games to the everyday consumer.

**As a leader, how do you keep your team motivated and inspired?**

It's not easy for a leader of a remote, distributed team to know what morale is and how to boost it. Usually, if the communication channels are getting a bit quiet, I like to throw in some good feedback a customer sent us or an article about someone using our tech (recent or older). It can be so easy to fall into the "Why are we still doing this?" trap when you are a startup and a remote team without reminders of how we are helping change the future of communication.

**Women are still a minority when it comes to c-level positions. As a CMO, what advice do you have for women aspiring to break into leadership roles?**

This is going to sound very meta, but asking the women who have those titles how they got there is a great starting point. Never settle. Keep on pushing and learning! Also, when you get into those executive roles. You will feel that tugging devil of imposter syndrome regardless of your background is. Don't let it get to you, let experience be a guide but not define you.

**What was the last thing you learned? Also, what was the last thing you taught someone?**

Sometimes it is okay to take a break and refocus everything, I was saying the other day that there needs to be a mandatory "Get your life together class" when you hit your mid-thirties.

Last thing I taught someone is that there's going to be a whole lot of people that want you, what you

can do for them, your time, “to pick your brain or have coffee”, there’s only one you. Learn how to say no thank you, and learn when to walk away.



Childhood dream job. Tambourine Player.

**You sit in a unique leadership position within the marketing, business, and tech industries. How have you grown professionally in what’s been seen as male-dominated industries?**

I’ve become more aware of patterns in business and in life, if something becomes a pattern and then becomes a problem. Once you realize that, you start realizing that your growth has a roadblock. That’s when you become a bulldozer or the bull at a bullfight. You can let it defeat you or take the power back. The worst that can happen is losing that opportunity. You are not your job or the people you work with. That feeling that you get at the end of a long day at work over and over again, that’s you. Are you happy or unfulfilled? That’s when you know to make a change. That’s how I’ve grown. When I know something isn’t working, if it isn’t changing over time, I’m going to try to change it or leave before it hinders my growth . *m*

**Has there been a moment in your life where you can think back and say “yes, that was a true success”? If not, what accomplishment do you wish to achieve that may give you that reaction?**

I have to go back to my first startup, Meshfire, yes, we built a product, and people loved it. But after five great years, we had to close the doors. In the eyes of the public, it failed. But did it? I feel it was one of my greatest successes. I moved to Seattle from Florida, met my business partner whom I am still great friends with today, learned so much and so many lessons about starting and growing a business, investing, building and marketing a product. I was able to, in the meantime, build up authority and knowledge to get me to where I am today. If I had stayed on my previous path and not taken the risk to grow, that would have been a failure.

tips from amber

**Best tip to a college grad.**

Internships are your best friend, you’ll need experience. If you can’t get one, start going to networking groups or events in the industry you want to be in and ASK. Relationships are everything.

**Best tip for new leaders.**

Never lose your human side, never have someone tell you to keep the emotion out of your work, if you are passionate about your project and the people around you. There’s a reason why “blood, sweat and tears” is a phrase. Never lose the tears.







Best tip to a college grad

“Figure out what you like, what you don't, what's important to you, and go from there.”

# ARI MOLEDINA

Digital Marketing Manager | Back to the Roots | [backtotheroots.com](https://backtotheroots.com)

get to know ari

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

Hiking boots.

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

Make my bed and stretch!

**What did you do when you were 23?**

I moved across the country twice, from DC to Denver to SF! I think I had 6 different internships and jobs.

**You went to school for foreign affairs, global sustainability and went on to work for a variety of orgs that prioritize environmental issues. Did you always see yourself going into this profession and what inspired you to do so?**

I knew I wanted to pursue environmental issues since high school, but I wasn't sure exactly what that looked like for me. The summer I graduated college I attended a program called Ecopracticum in the Catskills of New York and the experience was truly eye opening.

All of our learning was out of the classroom: we farmed, visited fracking wells, and spoke with activists, government representatives and community members, all with different perspectives on sustainability issues. It reignited my passion for environmental work and made me feel empowered in my own abilities to enact change.

**How did having multiple internships under your belt prepare you for a full-time job? Would you recommend experience to everyone before starting professional careers?**

Absolutely. One of my internships, in particular, gave me a whole new level of insight and appreciation for a career I was considering. At the same time, by the end of it I knew that it was in no way meant for me.

There's only so much you can understand about a career path until you try it out, and I think internships are an invaluable way to get that experience before committing to it.

**Environmental issues are increasingly becoming the forefront of everyday discussion, what difficulties have you noticed when it comes to marketing in this space?**

I love the fact that incorporating sustainability into daily operations is becoming more of the status quo for many businesses and organizations. At the same time, it can be a slippery slope in that there aren't universal metrics for all sustainability measures and marketing claims can easily be misleading. While we keep moving to streamline tools and metrics, we as consumers can continue to question and push for certain standards in the companies and institutions we support.

**What gets you excited to work as a marketing manager at a company like Back to the Roots?**

We're a small team and things are always changing, which allows us to be nimble, adaptive and constantly learning. Experiencing different phases of pivots and growth combined with transparency has provided me with some of the most enlightening experiences regarding how a company operates and how I fit into that. I'm also extremely passionate about our mission to connect people with their food and it's truly rewarding to help our community experience that!



### As a marketing manager, how do you keep your team motivated and inspired?

Internally, the marketing team is just my co-founder and myself! We love bouncing ideas around, ideating and trying new things. I find having the autonomy to be creative, test an idea, and implement it if successful super motivating.



Childhood dream job. Paleontologist.

### What daily habits do you have that help you better yourself in your personal and professional life?

Being aware of when I need to press “pause” on something, take a walk and come back to it – perspective and fresh air make all the difference.

### What is one thing that you know now, that you wish you knew at the start of your career?

I think a lot of people graduate college and strive to find the perfect job, but we don’t necessarily know what that is yet. Part of starting a career is experiencing situations that allow you to identify what matters to you and figure out how you want to go after that.

### Who has been your biggest role model and how have they impacted the steps you took in your career?

Mr. Chanania - my high school science teacher. He is one of the most engaging people I know and his passion for life and learning is infectious. He could be tough (I still remember having to type up an essay on termites because I forgot to do pre-work for a lab!), but was also extremely supportive and kind to all his students. He inspires me to live life with energy and focus on the things I truly care about. I still ask him for advice today. *m*

tips from ari

#### Best tip for getting your hard work noticed.

Establish a metric you can explain your accomplishment with and be able to articulate how your work is furthering big picture goals.

#### Best tip for staying motivated.

Break big projects into smaller, more tangible tasks and take it one step at a time.

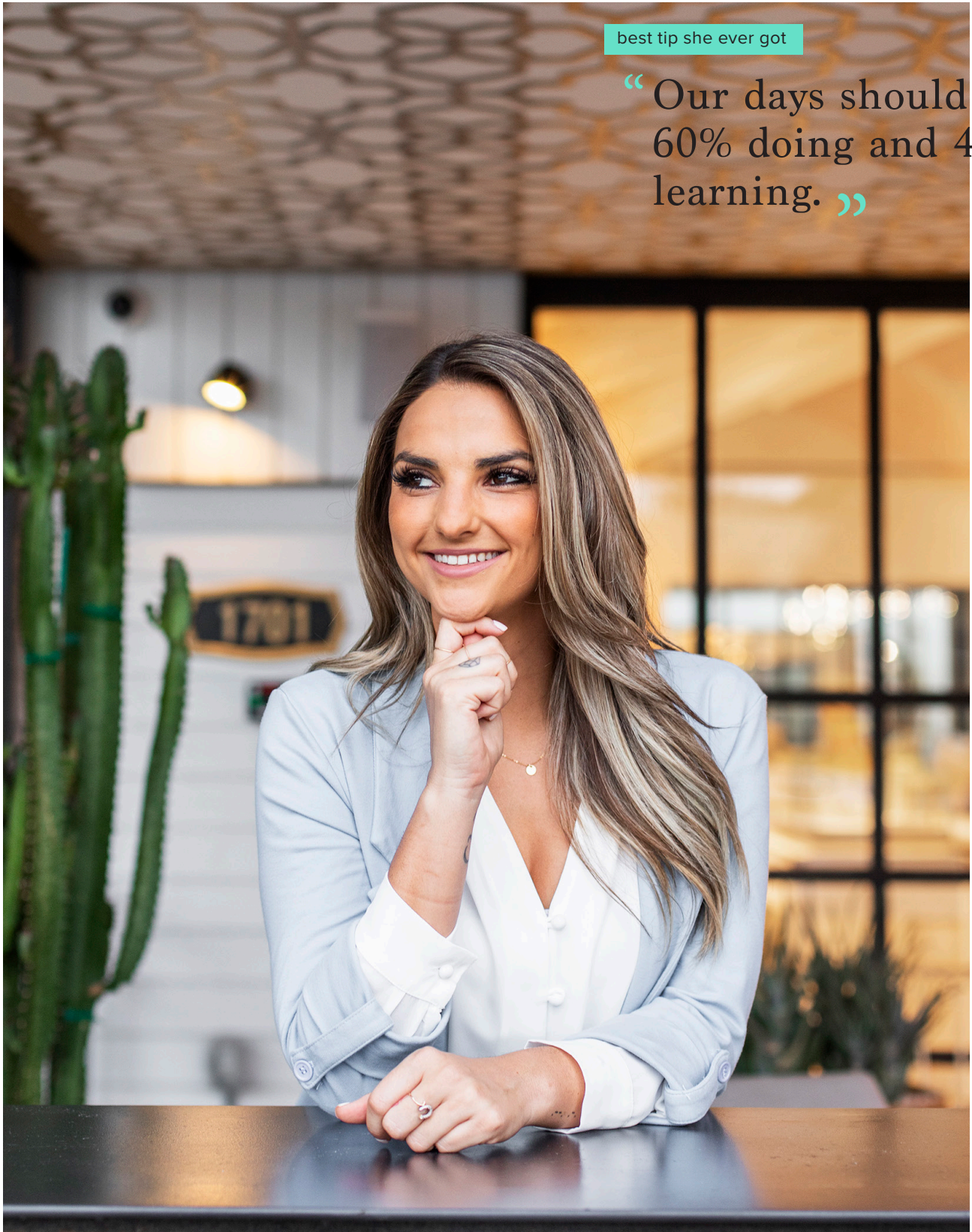


“You can have a big voice. Use it wisely. You can influence a lot of people. Do so honestly.”

ari moledina

best tip she ever got

“Our days should be 60% doing and 40% learning.”



Founder & CEO

# DANIELLE RYAN

Founder & CEO | Briteldea Marketing Group | [briteideamarketing.com](https://briteideamarketing.com)

get to know danielle

**Favorite flavor of coffee or are you a tea drinker?**

Quad shot vanilla latte.

**Early bird or night owl.**

Trick question, BOTH!

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

Rebel with a Cause.

## **What made you want to start Briteldea Marketing Group?**

I started it with the desire to make an economic impact on my community by providing affordable marketing solutions to help small businesses thrive for the long haul.

## **You talked about how it's important to understand all facets of a company. What motivated you to develop this holistic perspective?**

In my first marketing role, I had the opportunity to work directly under the Owner and VP of Sales and Marketing. My role as the marketing assistant stretched far beyond just an assistant position. I acted as his ears and eyes in each departments morning meetings and kept them up to date on what promotions we were running. This is where I truly learned about the importance of customer experience from the very first interaction to retention. A potential customer can be drawn to a brand by a flawless ad campaign, but you can also lose them in an instant if your product/service or interaction with staff does not live up to that same voice. You can genuinely retain

a customer for life by developing a standard and ensuring all team members adhere to your mission.

## **Some agencies can get caught up on wanting Fortune 500 clients. What motivates you while working with small and medium sized businesses?**

Knowing the tremendous impact we're making on their business as a whole. Our clients don't look at us as a 3rd party agency where they're just another number on the board they know that we're partners, and our job as a partner is to drive positive results and help them sustain growth.



**Childhood dream job.** I wanted to be a therapist so I could help people - In a way, I'm now a therapist for brands and small businesses!

## **What three questions do you ask yourself when designing a strategy for a new client?**

What is their budget, what are their goals before the end of the year, and where do they see themselves in 5 years.



**What was the most difficult decision you've made in your career and how did it pay off?**

Leaving my hometown of San Diego and moving to Austin. I built a name for myself and an impressive portfolio there. Not to mention, I had my entire support system of family, lifelong friends, and long-term vendor relationships. Stepping out of my comfort zone, and expanding outside of my circle allowed me to look at things from a new perspective and rebrand the agency that was now solely influenced by me and the types of clients I wanted to attract. Since the move we've expanded our team, and exponentially grew our client list.

**Where do you go to find creative inspiration?**

Anywhere that I can learn — conferences, trade shows, workshops, etc., even if it's on a topic I feel I've mastered, there are always nuggets of information or critical takeaways that you can gain from others who are also living in your shoes. Perspective is everything in marketing, and a slight shift can make a world of difference.

**In your opinion, what should stay at the forefront of every client/agency relationship?**

Knowing that the partnership works in both directions. We have as much right to choose our clients as our clients have to choose us. With this comes to trust, respect, clear expectations, and open communication.

**What is something you know now that you wish you could share with your 20 year old self?**

Life is not a competition. Nowadays, with social media, it's easy for us to compare ourselves to what others are doing, feeling as if we should have a set timeline for our lives to unfold. But, the reality is, we all come from very different pasts, we are all fighting our own battles, and each person has their definition of what success is. Celebrate life on your own terms, and know that you are where you are supposed to be. *m*

**“A strong work ethic and a desire to learn will go far in any industry.”**

tips from danielle

**Best tip for staying motivated.**

Take time out of your day to do one thing for yourself. Self care is so important as a leader because we constantly give so much of ourselves to others. You have to be able to fill the cup back up to help quench the thirst of others.

**Best tip to a college grad.**

Don't act entitled and be willing to work your way up from an entry-level position. A strong work ethic and a desire to learn will go far in any industry.



“Pivoting doesn’t mean you failed; it means you’re knowledgeable of what needs to change to be successful.”

danielle ryan | [@danielleryannnn](#)



biggest challenge facing female leaders today

“We need a seat at the table.  
We need more women CEOs,  
shareholders, investors, engineers.”

*Vice President, Business Marketing*

# TINA-MARIE GULLEY

Vice President, Business Marketing | Edelman | [edelman.com](https://www.edelman.com)

get to know tina-marie

**Favorite flavor of coffee or are you a tea drinker?**

I'm a tea drinker. I love Passion by Tazo.

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

Set my alarm for 10 more minutes.

**Describe your marketing style in 5 words or less.**

More data-driven strategy less feels.

**Currently, you focus on B2B marketing, what do you believe are the biggest roadblocks B2B companies face and how can a marketing strategy combat these challenges?**

I find that marketing departments fall in one of four categories:

1. They don't know how to properly attribute growth to marketing.
2. They do what feels good rather than listen to their data.
3. Their strategy and KPIs don't align with business goals.
4. They only focus on net new clients/customers.

It's important that marketing departments are aligned with all facets of the business regularly.

**You are currently a part of AdWeek's Executive Mentorship Program. How has this program impacted you thus far?**

It's been an amazing and invaluable experience. My mentor last year was Alison Wagonfeld, CMO at Google Cloud. She is so down to earth and relatable. I've gotten so much insight from her for both my

professional and personal life. There was a point where I was struggling with finding the balance of purpose and profit. Alison walked me through what that can look like for me.

This year I am paired with another dynamic leader, Lauren Weinberg, the Global Head of Marketing at Square. Right now we are delving into empathetic and inquisitive leadership as well as internal conflict resolution.

The other mentees in the program are all accomplished and we have been able to create an awesome network. There is a lot of work happening behind the scenes to support the black community within marketing and organizations like BLM.

**Throughout your professional career, you've held a variety of leadership roles. What is your strategy behind building powerful teams & what do you look for when hiring?**

I look for people who are passionate, those that like to build (companies, products, and processes) and are eager to learn. I prefer teams of people that have backgrounds that compliment one another but have room to grow so that they won't be bored after 6 months or a year.

**As an advocate for women in the technology industry, what progress would you like to see made in the next 10 years for young girls entering the field?**

I'd love to see a truly inclusive tech industry from the boards down to the engineers to other staff members. I'd love to see that reflected through VPs, founders and CEOs as well.

### How do you find a balance between long term marketing goals versus short term sales goals?

When setting those goals it's important that they compliment each other. It might be helpful to list them in order of importance and reflect and revise that list as needed.



Childhood dream job. Lawyer.

### We are all about the hustle, but also stress the value of a work-life balance. What advice do you have for women who are struggling to disconnect from work and make time for their personal lives?

I don't believe you'll ever have a complete 50/50 balance but it's important to take a break. You perform better in every aspect of your life when you have balance. Don't wait for your vacation to take a break, you can start small. Set time in your day to get out and walk, meditate, enjoy fresh air, leave early one day a week to connect with your friends and/or to pursue a hobby.

### What is the biggest risk you've taken professionally and how has it impacted you?

I've made a bunch of risks all throughout my career. I think my biggest risk was not taking a fulltime role to do consulting after a layoff. I really wanted to travel, go to conferences and not rush to find what's next. It was really one of the best decisions I made.

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

I'm a double minority in a town that is pseudo liberal so there are lots of challenges and roadblocks that I will always have to navigate. I've worked in tech marketing for all of my career and I have hardly ever worked with people that look like me. There's microaggressions and bias that many of my peers don't have to deal with or don't even realize are happening because of their privileges. And while I'm outspoken now I wasn't always that way. I try to pick and choose my battles but it's important to address issues as they arise. *m*

#### tips from tina-marie

##### Best tip for making that moneyyyyyyy.

Always know what your skill set is worth and ask for a salary that reflects that.

##### Best tip to a college grad.

Start interning early and often.

##### Best tip for new leaders.

Talk to and trust your people. You don't have to know everything.







on staying motivated

“Do it for yourself.  
If you don't care  
about your work,  
then it's not what  
you should be doing.”

Founder

# RILEY BENNETT

Founder | Noyette | [noyette.com](http://noyette.com)

get to know riley

## Early bird or night owl.

Honestly, mid day is really more my strong suit

## Favorite Instagram account for inspiration?

@sequinspandex she's so funny and I'm obsessed. It's nice to see people in fashion not take themselves too seriously

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

Rub my french bulldog, Tule's belly because she demands it

## A lot of your experiences, are in the fashion business. How do you think fashion companies can market themselves to stand out?

What is unique about working in fashion is that most people work in that area because they love it and identify with it. Companies that have a clear brand perspective are the most successful because they know who they are. You can't be everything to everyone, so be clear on who you are and you'll find there is usually an audience for it.

## E-commerce is continuing to grow, where do you see its future headed and how do you challenge yourself to stay on top of the continuous changes?

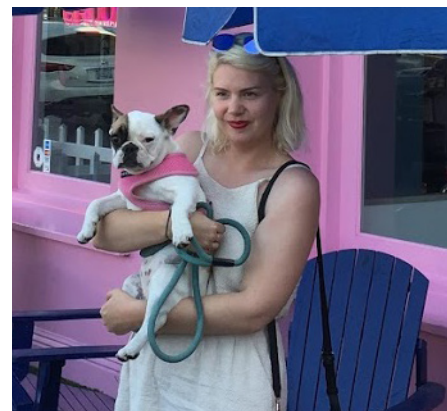
I think we are just starting to see the era of DTC brands really emerge, and brands starting to take more control over their marketing and having niche audiences versus being just another brand at a large retailer. I shop online a lot. Not even buying, but I am always going through websites for brands and seeing what experiences people are building. Genuine interest in ecommerce makes it easy to be curious and do research within the market.

## What tips do you have for someone who is new to a leadership role?

Take your role of leadership seriously and as a mentoring opportunity. Ask your team where they want to get to and are interested in. If you invest in your team they will invest themselves in supporting you.

## How do you continue to keep yourself motivated in a demanding work environment?

I remember that I worked really hard to get where I am today, and if one area of work is bringing you down, refocus yourself on another area or project. I am never working on just one thing, so I always try to find something that I want to improve on, which re-motivates me.



**Childhood dream job. Veterinarian**  
(I'm allergic to cats and terrified of blood though...)

**What would you consider to be your biggest failure professionally, and how did you overcome it?**

Leaving a job I really cared about and a brand I believed in. I had invested so much of myself in this role, but eventually had to walk away because of the unhealthy company culture that existed there. I considered it a failure because I wanted to make it work so badly even though I wasn't being treated well. I moved on by just putting myself back out there again. As you interview and talk about what you have accomplished, you realize you can do it again.


**How would you describe your management style and how do you continue to change as a leader?**

I always tell my direct reports that open communication is very important to me. If you don't understand something, say something. Have a question? Ask it. It's not all on them, maybe I didn't explain something well, or maybe they see a better strategy from what I came up with. You are a team and their success is your success. I want those who report into me to grow and have the career they want, so my job isn't just to make sure they are doing their job, but to help them achieve their goals. I was lucky to have really motivated people under me and not everyone is that way it's about finding ways to drive others toward being more motivated in their work.

**As someone who has experience with a multitude of brands, how do you handle the transition from one job to the next? Do you have any advice for someone who is afraid to get back into the job hunt?**

Every job has their positives and minuses. I think it's ultimately the people you work with that have the greatest impact on you, not the job itself. It is always hard to be the new person, but something inspired you to look, and if a job description captures your interests it never hurts to apply. Finding a perfect job fit doesn't happen overnight. Give yourself time, but don't hyper focus on one role or company. Being open-minded can lead to a connection that might be a great challenging fit for you

**Is there anyone who had a significant impact on your career growth, and how would you recommend women who might not have a mentor accessible, find someone to push and inspire them?**

I have been very lucky to have female bosses that were inspiring to work with and had a genuine level of interest in my career growth. Sometimes the term "mentor" gets put on a pedestal and then you are searching for this perfect person who is going to guide you in your career. I don't think it's always that black and white. Mentors to me have been those that stayed after hours with me and pulled the late nights just to get the job done. Mentors can be someone who asks you to take on another project because they know you can handle it, even if you don't. Mentors ask you what you want in your next role. Look at the people around you who ask you questions and inspire you. You might realize you already have a mentor. 

## tips from riley

**Best tip for making that moneyyyyyyy.**

Negotiate. HR always has wiggle room available with their offer. Even if you just ask for \$3K more than their offer, it all adds up long term.

**Best tip for new leaders.**

Listen and communicate openly.



“ Openly  
communicate,  
don’t create a  
wall so that people  
feel afraid to  
ask questions or  
admit they made  
a mistake or  
don’t understand  
something.”

riley bennett | [@prettyuglythings](#)



tip for new leaders

“Never forget who helped you achieve your goals.”

Founder & Art Director

# CHIARA ALIOTTA

Founder & Art Director | Until Sunday | [untilsunday.it](https://untilsunday.it)

get to know chiara

**What's your favorite song?**

Fantasy by Earth, Wind & Fire

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

The Faultless Designer.

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

I cuddle my cat.

**What has become your biggest inspiration after years in the creative industry? Do you have a favorite online source or social media inspiration?**

I used to inspire myself by looking at the work of famous designers. But lately, I find more inspiration in the everyday people that surround me.

In these last few years, I have been able to create a group of friends (most of them are women) that inspire me in different ways; through their courage, determination and passion.

I tend not to have very much online inspiration; perhaps some Pinterest boards and some online magazines for my work, including Smashing Magazine and Awwwards. Books are my real inspiration.

I am currently reading the latest Malcolm Gladwell book, Talking to Strangers.

**As a founder, how have you learned to maximize productivity for yourself and your team?**

After 8 years as a freelancer, I have created my own set of rules to help me stay focused and productive. Plan ahead: as a freelancer who collaborates remotely with teams, I know that I need to plan everything slightly

ahead. That way, I can make sure everybody stays on the same page.

Continue communication and transparency: keeping assets organized is important for remote working. Also, I share accessible information with everyone on the team. I don't mind writing reports and emails if they help to keep everyone informed.

Avoid planning last-minute meetings: it is super annoying, especially for issues that can be solved by email. They also steal precious time for productivity and focus.

Check chats and emails at a specific moment of the day: I keep chats silent, because I can't focus when they whistle, ding and jump all the time. It's all about setting the right boundaries.



Childhood dream job. Designing children toys.

**What advice would you give to the woman who is thinking about becoming an entrepreneur? Also, what questions should she ask herself before diving in?**

Before starting, think about what deep motivation will help you out of bed every morning. You will need that deep motivation to keep you going through those difficult days, on which everything you do seems worthless.

Then, ask an expert to help you put together a business plan and a brand strategy.

As a brand consultant myself, I have seen lots of young entrepreneurs fail, just because they have omitted these specific steps.

**You speak on the importance of having a variety of perspectives and viewpoints at the table. How would you recommend a woman who prefers to work alone break out of this shell?**

I am a person who likes working alone but also in a team. I like time for thinking and I need silence to review my ideas.

However, during the last few years, I have built a group of people that I trust. Whenever I have a big project, I invite them to collaborate with me, even if only just to discuss and brainstorm ideas or test some solutions. They are all women, and I feel lucky to have their bright minds (and precious time) at my disposal.

**When did you know you wanted to start your own creative agency? What moved you into this career path?**

When I hit rock bottom, and I felt that I wanted to quit not just my job, but my whole life. I was working in a company that didn't fully appreciate my creativity. Not only that, my boss was abusive to the few women in the company. I spent lots of time working – sometimes I'd even work through the night. No matter what, I always had the feeling that I had to prove my value to someone.

After a serious skin rash all over my body that transformed my life into a burning hell, I decided that I had enough. I then started my agency, Until Sunday.

The day after I quit my job, my husband lost his, and Greece entered into a period of economic crisis that still rages on. But even with these challenges, I never thought about going back to work for an agency. I like being my own boss, working on my own terms and deciding who is not only worth my time, but able to appreciate my creativity.


**How has public speaking helped your career in making connections with people or potential clients?**

It was and still is a very powerful tool.

On a career level, I met lots of inspirational people, most of which I follow on Twitter and Facebook. They always share amazing tips and insights about their professions, which I find useful in my career.

On a human level, I have met some amazing people who have become great friends and we happen to share holiday time on the island where I live!

On a work level, some people have offered collaborations. This is how I ended up working on the design of Smashing Book 6 with Vitaly Friedman and his team at Smashing Magazine.

On a personal level, it helps me grow: the feedback you get from the audience after a stage event is priceless . 

tips from chiara

**Best tip she ever got.**

Don't start your day by reading your emails. (I read this somewhere – it works!)

**Best tip for staying motivated.**

Your work touches many people's lives. Do it at your best. (This tip is from my husband).



“Take time to make  
your own decisions  
and pause to reflect  
when you feel you are  
losing contact with  
who you really are.”

chiara aliotta | [@ChiaraAliotta](#)



on being a leader

“ Make time for yourself. Self care is necessary and will make you a better and more grounded leader. ”

*Advisor & Board Member*

# KELLY WATKINS

Advisor & Board Member | Watkins Advisory | [watkins.consulting](https://watkins.consulting)

get to know kelly

**What's your favorite binge-worthy show?**

Most recently, Fleabag

**Early bird or night owl.**

Neither!

**Describe your marketing style in  
5 words or less.**

Markets are conversations.

**You've been a leader of multiple teams, what advice  
do you have when it comes to leadership and keeping  
a team motivated?**

Motivating a team for me has always come down to being real with people and engaging them on building the team and its culture.

The leaders I have always respected and wanted to follow were honest when things were going great and when things were falling apart. They brought their authentic selves to their work and they were motivating because you could relate to them on a deeply human level. Once I became a leader, I tried very hard to do the same, even admitting my own mistakes to my teams.

I've always found that people want to be part of building something, not just bystanders who have things happen to them. If you get the chance to help shape the culture of your team or the processes through which work happens, you are immediately invested in the long-term success of that team.

So my advice on leadership then is to be vulnerable and to invite the people on your team to help you build whatever it is that you're setting out to do. It can be scary to work this way for sure, but it's worth it.

**Where do you go for inspiration when you feel like  
you've hit a dead end?**

I tend to look for ideas outside of marketing, and then bring that inspiration back into what I'm doing or to the place where I'm stuck. I love to find a topic or idea to go deep on and truly geek out. Throughout the years, I've turned to things like network theory or military strategy or the world of restaurant kitchens. Most recently I've been inspired by making things myself - truly tactile things, like baking or pottery.

When I step out of my work as a marketer and embrace some new set of ideas or try to learn a new skill, I always find that I return to my work refreshed and am able to see things with new eyes. I think this is because I'm able to bring more spaciousness back to my work after having been deeply engaged in something that's not work itself.

**Previously, you were the CMO of Slack, how did  
you approach marketing this platform in the age of  
digital communication?**

At Slack, and in previous roles, I've never began by thinking about digital communication specifically, or any tactics for that matter. For me, it's always been about the audience and the story.

With Slack, we wanted the world to believe that Slack was more than just a messaging app; it is the place where work happens. So I began by approaching marketing with that story in mind. It couldn't just be our tagline; it had to inform everything we did and all the choices we made in order for people to really believe it.

Beyond story, I approached marketing with two core values - courtesy and craft. Courtesy was in service of how we treated others and made them feel. Were we respectful with their time? Did we see them as people and not just as a means to an end? Craft was in service of ensuring that all the work we did was high quality - that if we were going to take on some effort, we made sure we did it well.

All these pieces then informed how we marketed Slack, and how we sought to reach the world with our story in a way that was both different and relevant. Sometimes a tactic that was digital was in service of our story, audience, and values; other times more traditional tactics were better suited for what we were trying to accomplish. In the end though, the tactics were just blank canvases that we filled with substance.



Childhood dream job. Editor of Vogue.

**You've been featured in a variety of media and have served in various roles, what would you consider to be the greatest success of your professional career so far?**

Seeing people who have worked for me in the past take on leadership roles themselves. My vision for any team that I've run has been that the team and the experience of being on it would launch people further into their career path than they could have gone had they not been part of it. To see that happen for my teams, and especially for the many women who have been on them, is my greatest success so far.

**Recently you made the choice to start your own company, Watkins Advisory, what tips do you have for someone who is afraid to take the jump to develop their own business? Where should they start and how do they know their idea has legs?**

Taking on any new adventure is a combination of preparation and grit. To start your own business you have to have both in spades. You need to know that there's a market for your idea and have developed a rough sense of how you are going to take that market. To get there though, you need a hell of a lot of hustle and determination.

Beyond this, much of where to start is dependent on what the business will do. I've wanted to start my own consultancy for years now, so the path to get there for me was focused on things like the skills I needed to develop to sell myself as a consultant and the network I wanted to build to be able to find great companies as clients. For other folks who might want to build a product, the path might begin with prototyping and beta programs to get user feedback. I also think it's important to set clear goals for yourself so that you can track your progress. Ideally these should align with your business and your revenue model so that you can start to see whether you're able to create a target and hit it. *m*

tips from kelly

**Best tip to a college grad.**

Greatness takes time.

**Best tip she ever got.**

When changing jobs, always leave something for something (as opposed to leaving for anything).







on getting your work noticed

“Do great work  
and be your own  
cheerleader.”

new york city, new york

# NISHA VIRIK

Global Diversity & Inclusion Marketing Manager | Bloomberg LP | [bloomberg.com/company](https://www.bloomberg.com/company)

get to know nisha

## What did you do when you were 23?

Starting my career in Singapore and struggling to pay rent!

## Describe your marketing style in 5 words or less.

Strategic, creative, compelling, unafraid and resilient.

## Favorite Instagram account for inspiration?

[@Refinery29](https://www.instagram.com/Refinery29)

**Did you have any hesitations/roadblocks when deciding to move to New York City to help drive Bloomberg's Global Diversity & Inclusion efforts? How do you continue to push yourself both professionally and creatively in this space?**

Yes, of course! I had a very comfortable and happy life in Singapore, but I felt like something was missing. When this opportunity came up, it felt right and it was exactly what I needed. Stepping outside my comfort zone was scary but also incredibly freeing. I felt like I had a newfound superpower and that really helped me get through the first year of living and working in a new city and country. There were difficult and challenging moments but I always kept an open mind and I absorbed as much as I could, as quickly as my brain allowed me to!

**You've had the incredible experience of working and learning in different countries. What have these experiences taught you about yourself and what advice do you have for someone who is on the fence about an opportunity that takes them out of their comfort zone, like moving to a new country?**

After my move, it took a while for me to find my voice, to stop second-guessing myself and to be confident in

my skills and everything that I bring to the table. It all came down to self-awareness, adaptability, and resilience!

Opportunities like these don't come every day. I've had the privilege of living and working in 3 countries, so I understand how overwhelmingly scary it can be. If circumstances in your life allow for this change, then don't overthink it. Just do it and trust that things will fall into place. And if they don't? You're badass and you're resilient - you'll find a way to make things work for you.

**How did your passion for diversity and inclusion come to fruition, and when did you know you wanted to pursue this passion in your professional career?**

It did not happen overnight. I was able to immerse myself while working in my previous role and that's where I first started to build an appreciation for this work. Over time, that appreciation grew into passion. I count myself lucky that I'm able to grow and build my career doing something that I love and care so much about.

**What tips do you have for keeping a creative, strategy-driven mindset in the midst of what can feel like an overload of everyday emails and tasks?**

The struggle is REAL but I find that as long as I don't lose sight of the big picture, I'm able to rise above the craziness. I keep my work very organized (I use lots of post-its!) and I try to be as efficient as possible with my time.

**Strides have been made in marketing when it comes to diversity, but there is still a long way to go. What steps do you take when introducing the benefits of diversity to a new group of people or community?**

The key point I try to always make is that improving diversity is not a zero-sum game. A diverse environment benefits all and there is space for everyone. The other side of this important conversation, is inclusion. Inclusion activates the value of diversity -- so if people aren't truly included, we're back to square one. Both diversity and inclusion are so important in a field like marketing, where we tend to draw from lived-experiences to fuel creativity and ideas. We have to make sure we include diverse thoughts and perspectives so the stories we tell and the bold ideas we put out there as marketers, actually reflect the real world we live in.



Childhood dream job. Travel show host

**When a problem seems intimidating, what is the first step you take to tackle it?**

I sketch it out. I find that I'm always able to see things differently when I draw out the problem and break it down on a blank piece of paper.

**Knowing what you know now, what one piece of advice would you give your younger self when just entering your career?**

Never shrink yourself to make room for others. Shine bright and it'll empower others around you to do the same.

**Marketing is a job that tends to reach beyond the typical 9-5. How do you prioritize a work-life balance, and what advice do you have for people who struggle to find that balance?**

Because I can't always control my work, I've started to be very deliberate in planning my happiness. For me that means making time for activities that help me decompress - and I have a whole list of things that I know always do the trick! My advice to everyone else, to rephrase Michelle Obama, be intentional with your happiness and plan your joy . *m*

tips from nisha

**Best tip for making that moneyyyyyyy.**

There is a negativity associated with being "money-minded" that we need to move away from. Be money-minded and make money top-of-mind. While you're at it, get comfortable talking about money but also learn how to manage and grow what you do have.

**Best tip to someone who is afraid to fail.**

Chances are you probably will fail at some point. Be more afraid of not trying than of failure itself.



“Your work has the power to influence perception and change mindsets. Don’t take that lightly.”

nisha virik | [@nishavirik](#)



Success Mindset Coach

# DANIELLE AMOS

Success Mindset Coach | Proctor Gallagher Institute | [danielleamos.co](http://danielleamos.co)

get to know danielle

**What marketing meme gets you through a rough day?**

Bossbabe

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

Prada combat boots

**What's your favorite song?**

Wheat Kings - Tragically Hip

## **What do you consider to be a turn-key moment in your professional life, and how did this moment impact where you are today?**

It was February 2018, I decided that I had enough of playing small. I reached out to my mentor and made a commitment to do exactly what he told me to do. I committed to daily personal development to remove self doubt, worry and anxiety, while committing to income producing activities that were necessary to grow my business. By May, I had reached the top level as a coach with the Proctor Gallagher Institute, and I had earned a seat in Bob Proctor's Inner Circle. It all started with a committed decision. I accepted no excuses, only the result of having my goal achieved. I was willing to do what it takes, which was mostly mindset work to remove those limiting beliefs that had been blocking me for years.

I didn't really have a choice, we were so far in debt that I told myself that it was up to me. That I had the power to change my future, that living paycheck to paycheck was no way to live and that I deserved more. I had to become so disgusted with my present results that it forced me to commit and do what it took.

## **How has being a mom affected your working style and vice versa? What advice would you give to other working moms?**

Being a mom has been a true blessing, because I play a bigger game when Elloise is watching. I want her to know she can be, do, and have anything she wants in life. I know if she is going to really believe that I need to show her and prove it in my life.

I communicate with her openly about my job, money, and where I am going in my career. This is key. I ask her the same, what does she want in her life, and I tell her that she can have it.

I work while she is at school, and if I have calls when she is home, she is invited to join us. She knows this material well, she lives it! We travel a lot, we talk about what we want, and we make it happen.

Don't limit yourself because you are a mom. You can have it all!

## **What are the biggest challenges an entrepreneur will face and how do you recommend overcoming those challenges?**

The biggest challenge that you will face is your own mind. Your subconscious mind is there to keep you safe, to have you play small, and what's crazy is that it confirms the voice in your head that says, "Who do you think you are?" or "You are too old/young" or "You don't have enough education" or "No one will follow you"... really just whatever YOU need to hear to stop you. It's a con artist and very few people overcome it on their own. In fact only 3% of people achieve their goals on their own because of this nasty con artist, which at the Proctor Gallagher Institute, we call the "paradigm".

This challenge faces any of us who are going after



our goals, and it's nasty! Your friends, relatives, and even colleagues will be in harmony with this con-artist, meaning they will most likely echo what that nasty voice is saying in your mind "Danielle, you have really changed. Who do you think you are?", and this brings me to another challenge to watch out for.



Childhood dream job. Eye doctor.

It is super important to close off your mind to the negative influences of friends, relatives, and past colleagues. They most likely have your best interests in mind, however they bring their own limiting beliefs to the table and share their opinion with you. This is particularly dangerous when your goal may be a young delicate new goal or dream, they may blow it out with their comments and share with you ideas on why your goal won't work or how it is a bad idea...none of which are true. When you jump into the world as a new entrepreneur, it is important that you surround yourself with successful entrepreneurs who are also big thinkers with a positive mindset that will support you in this venture. These people will only speak to you about how your plan to be a successful entrepreneur can work and spend no time ever ever speaking about how or why it won't work. This kind of conversation never served anyone.

**You speak about mental health and how guided meditation has helped you, do you recommend this type of deep relaxation to others and why?**

Absolutely. Meditation and quieting the mind is essential. I also use breathwork, Shamanic journeying,

visualization and many more techniques to help me become more connected to my inner being.

I recommend that a person start small, perhaps exploring a variety of techniques, and from there continue to practice what feels good or what you have a calling to make the time for.

The benefits of connecting to your inner being are incredible. I've noticed an increase in my confidence. I have a better understanding of intuition and am able to trust myself way more. These practices have helped me help others too, it has taken over 28 years of meditation and I started by not being able to sit quiet for 30 seconds, we all start somewhere.

**What would you consider to be the largest motivating factor in your career?**

The largest motivating factor in my career has been my desire to not have others settle in life. I settled and was super hard on myself for years. I was anxious, never felt good enough, questioned my entire existence because of the lack of financial results I was creating for myself. Once I cracked the code, attracted financial wealth, it was "easy" and I wanted to share it with everyone. I all of a sudden felt free, it's this feeling that motivates me. Especially during times of struggle and confusion, I have seen myself and others go from extensive debt to back-to-back six figure income months. If I can feel it and have it, so can you and you and YOU! *.m*

tips from danielle

**Best tip you ever got.**

Get a mentor (before you are ready) to help you see your full potential.

**Best tip for getting your hard work noticed.**

Be proud. Show the world with your results and then tell the world. Don't downplay your wins.



“A good leader has  
a great attitude,  
they automatically  
look for the good  
in others and in  
every situation.”

danielle amos | [@\\_danielle\\_amos\\_](#)



Best tip for making that moneyyyyyyy.

“Negotiate ALWAYS.  
And if they won’t  
budge on salary, ask  
for additional benefits.”

*Creative & Marketing Specialist*

# CHANEEL HYLTON

Creative & Marketing Specialist | [linkedin.com/in/chaneehylton](https://www.linkedin.com/in/chaneehylton)

get to know chaneel

**What's your favorite song?**

"Someday We'll All Be Free" by Donny Hathaway

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

Lay there and scroll through my phone for much longer than I should.

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

Ad Maiora (which means "towards big things")

**When did you know you had a passion for the entertainment industry and what advice do you have for young women who want to make an impact in entertainment marketing?**

I knew I was interested in music specifically since I was about 4 years old. I was a shy quiet kid, but I'd stay up at family parties until 3am with the adults just because I wanted to be in that space. They'd look at me like I was crazy, lol. I liked how music evoked emotion out of people and I liked how it could bring so many people together.

There are tons of jobs in the music and entertainment space, so much so that it can be overwhelming to someone just starting out...it was for me. Do your best to identify your passion points and hone in on your natural skill sets. After that seek out opportunities that best align with both.

**How do you balance the relationship between creative strategy and data?**

Since my ideas are typically instinctual, I lean on data to support and refine my strategy.

**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?**

Remember that YOU are the magic. There are specific things about you that no one can emulate. Leverage these things. Pump out consistently good work and ideas. Be proactive. Make your voice heard. Identify blind spots in your company, and find solutions for them.

**During college, you held a couple different intern roles in graphic design and SEO, how did these positions prepare you for your first full-time job?**

I understood the advertising culture and landscape a lot more than I would have without those internships. I understood how to work with clients and how to best tend to their needs.

**How do you encourage your team to stay motivated and on top of the ever changing trends?**

By consistently sending my teammates different ideas for their campaigns. I'm not at all stingy with my creativity. If they win, we all do.

**You're a co-creator of Melanin Moi, which provides a variety of content and resources that both represent and inspire women of color. Where do you hope to see this brand in the next 5 years?**

I would like Melanin Moi to be a "household" name for our target demo: black and brown 20-30 somethings that are interested in beauty, fashion,

and culture. We hope to introduce our followers to many different brands, tips, tricks, and advice as they navigate through the world. In all aspects of my life, it's important to me to be a resource. So that's exactly what me and my best friend and co-founder set out for Melanin Moi to be for the community.

**Strides have been made in marketing when it comes to diversity, but there is still a long way to go. What steps do you take when introducing the benefits of representation to a new group of people or project?**

I start by explaining the impact of diversity. The positive impact. It's an inevitable fact with numbers to back it.



Favorite Instagram account for inspiration.  
[@thehoodhealer](https://www.instagram.com/thehoodhealer)

**How do you ensure the clients you work with are standing out on social? What are your first steps when it comes to building a social strategy for them?**

By not forcing them to do anything they don't want to do, and not be anything they truly are. I build all my ideas off of their authenticity. There's so much to a person and that you can play with as a marketer. *m*

**“Failure is inevitable and necessary. Success lies in at least trying. So try.”**

tips from chanee

**Best tip for getting your hard work noticed.**

Don't wait for it to get noticed. Showcase them within your companies and organizations. Share with your managers. If it's not confidential, share it socially. Those wins are YOURS. They're a part of your story.

**Best tip for staying motivated.**

Take a step back to regroup and clear your mind. Working hard is not always working smart. Everyone needs a break!







on staying motivated

“Set aside time to rest and fill it with the people and activities you love!”

Photo © Angela Garzon, Create With Gusto

Founder

# CHÉ CASTRO

Founder | Come Alive Co | [comealive.co](http://comealive.co)

get to know ché

### What's your favorite song?

"Singing in the Rain", Gene Kelly!

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

Stretch, pray, matcha.

### Describe your marketing style in 5 words or less.

People first. Ooze heart.

**You went on a 6 month mission trip around the world at the height of your career. How did this experience change your mindset about the professional world, and what advice do you have for the working woman who is itching for a similar experience?**

Being raised in corporate and male-dominated sects, I was so keen to leave my personal life at home — and to show up in my Sunday best. Perhaps this is what led me to a breakdown: I traded my values just to find worth in round-the-clock work.

I left my career because I felt the color seep out of my life. And so, when I stumbled upon this amazing mission program, I saw it as an opportunity to rediscover myself. Little did I know, God would use this time to restore so much of what was missing in my life: my faith, the healing power of community, and how rich life can be when we're truly living out our purpose.

This experience showed me that our professional and personal lives aren't binary, and the more we can integrate the work we do with the people we are, the more our days will burst at the seams with richness.

To any woman itching to leave the fast track to follow that pull in your gut, I am rooting you on to honor those inklings. An older, wiser friend motivated me to take the leap once she shared stories of her friends —

women who lived lives by others' standards, resulting in regret that felt too suffocating to escape.

Practically though, I have to say — I didn't leap without a plan. I had been working at good jobs for nearly 11 years at the time, saving as much as I could along the way. I joke that my younger self must've known something I didn't, and that she was biding time by building her own lifeboat. This gave me a comfortable enough savings account to step out on my own, along with years of experience I knew I could leverage to reenter the job market.

**What 3 critical questions do you ask yourself when tasked with creating a new brand story?**

Traditionally, a brand story is used to encourage purchase based on a product's features. This is what we grasped onto throughout my advertising career.

With the growing lack of trust between the public and faceless corporations, businesses are now being tasked to get more personable, and personal, than ever.

Today, Come Alive Co is a forerunner in human-first Brand Story, where personality matters, purpose is the driver, and the products or services you offer are supporting characters to the promise you stand behind. This is the key to drawing in customers hungry to place their money where their trust is. And so, the three questions that first guide every Brand Story engagement are:

WHO does my client serve?

WHY are they motivated? (purpose drives us far, and acts as a torch lighting the way for the right people to find us)

WHO is my client as a person, not just in business?

**How difficult was it to make the decision to leave your career to open your own Brand Consultancy? What drove you to make the jump?**

In the Filipino-American culture, stability is applauded above all; entrepreneurship was never a path I saw for myself. When I returned from the 6-month mission trip I left my advertising career for, I thought I would “go back” to working in an agency. But then I experienced every door slam in my face; in one interview with a company owner who basically handed me a role, I had a panic attack! This had never happened before, and for years I beat myself up with embarrassment for it.



Childhood dream job. Veterinarian (must love dogs)

Today I realize God had greater plans for me (and that addressing mental health is courageous, not cowardly!). Without knowing this term at the time, I mapped out the Japanese concept of Ikigai over my life to seek out patterns between my skills, passions, and a market need. At the same time, I grew sad watching friends walk away from their businesses, chock-full of artistic talent but simply lacking the know-how to succeed.

One of my favorite questions to ask is, “what’s in your hand?” In other words: what unique gifts do you possess that can help somebody else? I realized my talent for business and advertising, merged with my heart to help people live fulfilled lives, positioned me to guide worthy businesses to flourish. And so, Come Alive Co was born: a Brand Story Strategy and Copywriting Studio founded to help impact-driven leaders come alive in their unique gifts and calling.

**Brands are ever evolving. How do you continue to stay on top of the changing trends and challenge yourself creatively?**

In short: listen to people, not trends.

I’ve helped brands grow since Facebook emerged, and so I say with confidence that trends come and go — but people are constant. At our core, we all long to be acknowledged and to feel understood. No matter the trend at hand, I always ask, “how can we emotionally connect and provide valuable service to the customer in question?”

For example, this led me to explore “content marketing” before it became (yet another) trend. During a time when brands treated customers with a broad stroke per demographic, my psychology background kicked in and I started to get curious about what my clients’ customers wanted to talk about. Instead of shoving one-way advertising in their face (back then and even today, so many treated social media as just another billboard), I started mining and sharing content resonant with what our customers were talking about online. This led to a whopping return on investment as my clients rightfully reigned atop their industries — all because we took a chance to buck trends and get straight to the heart of why customers were coming to talk to these brands in the first place. *m*

tips from ché

**Best tip to someone who is afraid to fail.**

Close your eyes and picture the lives that will be transformed by you showing up as you are. Keep those folks in mind, and your BEST yes will outweigh that pesky ego.

**Best tip for making that moneyyyyyy.**

List out 10 tasks that consume your time. Then, circle the top 2 tasks that actually move the needle for your business. Outsource (or release) the rest. Not only are you wasting your precious time by trying to do it all; you’re also withholding a task that could activate someone else in their joy or purpose.



“Let yourself be  
swept up in the  
all-consuming  
roar of  
PURPOSE.”

ché castro | [@comealive.co](https://comealive.co)



on defining success

“ I define success as living the life you want - whatever that looks like. ”

Owner

# YESSY GUTIÉRREZ

Owner | Still | [thestillco.com](http://thestillco.com)

get to know yessy

## What did you do when you were 23?

I had just graduated from University and I was on the verge of coming out to my parents.

## What's your favorite binge-worthy show?

Downton Abbey

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

A Stuart Weitzman pair that's camel-colored and goes perfect with casual and semi-casual outfits

## What was your inspiration and driving motivation behind creating Still?

My inspiration for creating Still came after reading "The Alchemist" by Paulo Coelho. I knew that I wanted to create a business that I was passionate about and tea to me symbolized going back to the basics, the root of everything. I wanted to create something that was whole, pure and could benefit anyone. I became a Tea Sommelier and decided to blend loose leaf ingredients that make delicious cups of tea. Blends that taste really good and allow them a moment of stillness.

## How do you balance the relationship between your long-term brand goals and short-term revenue goals for Still?

Any revenue that I receive goes right back into the business. I work full-time as Marketing Consultant and Still is my tea business that I'm working on continuously growing. Little by little as the revenue grows, I sign up for more things - higher budget Google Ads, outsourcing work, larger, more expensive local markets, more products, etc. I really have to pay attention to what's working and scale upwards. I have

learned that it is important to take risks but to know what the risks are. I know that with consistency and analysis, I can make good decisions each step of the way that will lead to where I want to be.

## When starting a business, wins are both large and small. What would you define as your biggest success up to this point and how have you faced the challenges along the way?

My biggest win has been having my tea in the Ritz Carlton and the Pelican Grand Beach Resort in Fort Lauderdale. It took a lot of patience and putting myself out there. I had to adjust to their market needs and do so in a timely fashion and execute quickly. I had to pull in friends and family to help me make it happen on a deadline.

## For the women out there who want to execute on their own ideas but are nervous to make the jump, what are some tips you have from your experience as an entrepreneur?

If you're nervous (like I was), do research, create to-do lists, create excel spreadsheets, think of different scenarios and how you can solve them. When you launch a product or service you want to make sure that you can answer many of the questions that will be thrown at you. Being this prepared will give you the confidence to keep pushing forward. And don't be afraid to let someone know that you can get back to them with an answer - it's better to know the right answer than to give a wrong one.

### How do you encourage yourself to stay motivated in times of struggle and on top of the ever-changing trends?

How do I motivate myself? I rely on exercise, eating right, talking to people in my industry and relying on friends and family that I trust. As far as staying atop of the ever-changing trends - I do a lot of online webinars, meet-ups, reading of articles, experimenting with new online software, etc.



Marketing style in 5 words? Clean, simple, classic, concise & minimalistic

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

I cold-call and I follow-up. I make dates on my calendar to reach out to people and I send out email blasts. Customers are like family members and friends - in order for the relationship to work - you have to communicate.

### What resources (books, podcasts, etc.) do you recommend for business development?

There are two books that helped me tremendously, "The Alchemist" by Paulo Coelho and "The Martha Rules" by Martha Stewart. "The Alchemist" gave me my big *aha!* moment. I was able to let a lot of the noise dissipate and become more clear about purpose and going on a journey to find it. "The Martha Rules" was a great guide on how to start a business and how to view each step from a

microscope and a telescope view. Hearing about how Martha started her business from her home kitchen and seeing how it grew each step of the way really helped me put into perspective how I can start small and go big.

### How has working for yourself impacted your life?

In so many ways. I've had the pleasure of traveling for weeks, making my own schedule, waking up later, being able to work from home if I'm sick, helping my parents out if they need me, and showing up for important events - the benefits are endless. However, so is the responsibility. I've had to learn to budget differently, manage several calendars for different clients, be on call, stretch the limits of my skill sets to meet client demands, stay on top of the latest marketing trends, join groups, watch webinars - things that a workplace may normally offer - I've had to go out and seek for myself to make sure that I'm updated on the latest. It's been a balance but it's been so worth it. *m*



tips from yessy

#### Best tip for staying motivated.

Any step is a good step. A step forward is a celebration. A step backwards is a learning lesson. And reach out to people when you feel either - it helps tremendously to have someone you trust understand you and encourage you.

#### Best tip for making that moneyyyyy.

Find multiple streams of income. Find a way to use your skills and talents to make money from different sources - this will keep you busy and increase the chances of getting more work per referrals.







biggest challenge facing female leaders

“The experience of female leaders is greatly varied. What has worked or has been a struggle for me is not consistent across the board, and these differences can be a strength.”

Director

# DOROTHY BENNETT

Director | Bennett Creative | [bennettcreative.co](http://bennettcreative.co)

get to know dorothy

**What's your favorite binge-worthy show?**

Brooklyn 99

**Early bird or night owl.**

Neither, love sleeping.

**Favorite flavor of coffee or are you a tea drinker?**

Yes to all the caffeine, in all its forms.

**As an avid reader, was there a book or author that helped shape your creativity at a young age?**

So many books! There are a few key authors that always stand out in memory (anything by Gail Carson Levine, Lemony Snicket, and Neil Gaiman), but mainly it was how indiscriminately I read as a kid. I was taking in such a wide range of influences and genres. It was that happy jumble of stories that I think made it such a creative time.

**You noted that the production industry can be rough and Bennett Creative isn't interested in producing shock for the sake of it. Have you been challenged by a client to produce something that goes against your mission? How did you handle it?**

We try to promote the work we want to continue creating, which helps attract clients who are interested in producing similar things. We also keep in mind the brand we want Bennett Creative to have, and are comfortable telling potential clients what does and does not fit into that brand. It's been our experience that people are understanding, and often they want to work on projects that emulate other successful projects.

**Video is becoming a key tool for brands and marketing in this digital age. What three strategic points do you ensure to define with your client before producing content?**

For video, we love figuring out specifics before producing content, and a lot of factors play into executing a project well. Some of the factors we've found are very necessary are to determine the audience of the video, where the video will live (website, social media, etc.), and what top items (usually top three things) does the client want to convey in this video.



Childhood dream job. Disney animator.

**The mission statement is clearly communicated on the about page of Bennett Creative. How did you come to define professional, empowering and uplifting as values for your business?**

These were things we wanted to be part of who we were as individuals around other creatives in the art world, especially in Austin as we have such a wealth of talented people. And so when we were forming Bennett Creative it was natural to want the business to reflect those things as well.

**On top of all that you do at Bennett Creative you also have your own photography business. How do you find a work/life/entrepreneurial balance?**

Because our previous hobbies became our full-time jobs when we started Bennett Creative, my husband Andrew and I try to keep other non-productive hobbies around, as a sort of palette cleanser. We try to always have a Saturday, every week, even if it's on a Tuesday.

Then we can laze about, piddle with plants, and clean off the countertops. When we started out we were working all the time on our business, and though it was successful, it wasn't sustainable. So, we're consciously finding a rhythm that leaves time for other interests and recovery.


**The creative world is ever changing. How do you keep yourself and your team on top of the trends and pushing the bar?**

I don't know if we're the best at staying on top of trends, but I like hearing from our team what's been catching their eye recently, or what art they're enjoying. Sharing inspirations with people you care about is fantastic. Then, with our group interested in the same inspirations, we can create a video or photo project that pushes us beyond our previous work.

**How can a young woman establish her professional voice in a world that views women of authority as bossy?**

If I believe in the goal I'm headed towards, it's easier to ignore the perception of how I'm doing it, especially if that perception is solely based on gender. I feel as though a professional voice is a byproduct of moving in the direction of my goals.

**What advice do you have for client acquisition and retention?**

Good relations with current clients are the best way to get referrals and repeat clients. We love to do whatever we can to make a client's experience a good one, and to deliver the content they'll need to succeed in their field. 

“Bringing in a few chosen people to process my upcoming risky move or previous mistake has been a great way to make me bolder and less afraid of failure.”

tips from dorothy

**Best tip for staying motivated.**

Whenever I'm feeling uninspired to start another project, I try to spend a bit of time gorging on art. I'll read, watch movies and shows, and find new artists to follow. I don't go to museums as often as I feel like I should, but when I do, I always leave feeling revived. I think the balance between creating and consuming art is hard to manage perfectly, so if I feel unmotivated, usually it's because I'm not consuming enough.

**Best tip she ever got..**

A writing professor told us to write down all of our ideas, even the throw-away ones. There's been so many times I've forgotten an idea that I thought was brilliant in the moment, but is now just-out-of-reach. Finding a scribbled note and remembering a creative idea is the best sensation, and I've repurposed a lot of my college creativity into my current commercial work.







on staying motivated

“ The journey matters.  
Getting there often  
is less exciting as  
figuring out how to. ”

Director of Strategy & Operations

# SALMAA ELSHANSHORY

Director of Strategy & Operations | Handy HQ | [handy.com](https://www.handy.com)

get to know salmaa

## Early bird or night owl?

Night owl though I have dreams of being an early bird...one day.

## What meme gets you through a rough day?

Maybe not a meme, but the quote that goes something like 'All successful people have the same 24 hours in a day.'

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

Fila sneakers, all day every day. I'd like to think I would be a shoe that can take the wear and tear, while still being pleasant and fashionable.

## What were some of the more extensive challenges you faced with international operations?

Culture. Part of being able to work across borders is the ability to step into different cultural settings and irrespective of the novelties being able to produce the same high quality output. For me, there was a level of naivety in terms of being able to work internationally. I thought '*hey, I'm this third culture kid, who grew up with Egyptian parents, friends from diverse backgrounds and had spent significant time abroad...I got this.*' But with complete candor, I overestimated my skill set and underestimated the nuances of each cultural setting that I stepped into. I believe I transitioned much quicker than someone who didn't have my background, but learned not to make my confidence a blind spot to the work I needed to do to understand each setting.

**In the ever-changing world of technology, what is the next big innovation that you are seeing consumers becoming dependent on? How can brands get ahead of this trend and dependability on technology in general?**

It's not an innovation, it's a new standard that all brands will either need to get on board with or risk becoming less relevant as a result of: speed and precision. In a digitized and more modern world, customers are more demanding and much more vocal (thanks to various platforms that have elevated their voices.) Customers expect to get exactly what they want, when they want it, how they want it and at their desired price points. That's a lot. Companies will need to perfect their operations, deliver instant gratification and please every customer. Brands need to over index on strong operators and an even stronger customer experience infrastructure.

## What advice do you have when it comes to starting a program from scratch and how do you keep your team motivated in times of doubt?

If you are starting from scratch, create milestones and stay focused. It's easy to get caught up in doing everything, but hard to do a few things really well. Separately, document everything. Looking backwards and not re-inventing the wheel will be important to the speed at which you move forward.

For your team, you need to create and at times be the north star. There will be a lot of chaos and unknowns, but you are ALWAYS the anchor. Part of achieving this is staying organized and creating structure from set meetings to highly detailed project plans.

**You have been involved in a variety of non-profit projects. Where does your drive for social good come from and how do you find balance with an already crazy schedule?**

I started my career wanting to give back to this world, but found the public sector frustrating and at times unfulfilling. The impact I wanted to make didn't feel as tangible. With that said, my moral obligation and personal mission remains strong.

The social causes I become passionate about are those that I do my best to get involved in. It's been a complicated relationship with a crazy schedule, so I find myself dedicating time in waves based on my work commitments. I struggle with that balance a lot and the feeling like I'm not giving back as much as I would like. What grounds me though is knowing that all the skills I'm gaining and honing over time will one day be entirely dedicated to giving back; that's the dream bridging my two worlds to one day have a greater impact on this world.



**Childhood dream job.** Doctor... I wanted to help people and this was the most obvious way.

**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?**

Management is a catch 22 like many other roles. You have to have experience to be a manager and to manage you need experience. The way out of the catch 22 is one, chase the experience even if it means taking on a less enticing role. You will need something under your belt to continue moving up.

Two, widen your definition of management and sell those experiences when externally speaking about them. This means managing contractors or interns IS management experience.

Three, people sometimes get busy chasing the experience that they forget to be ready the moment they get it. Use the journey to management as an opportunity to absorb learnings from managers you deal with on a day-to-day basis. That is your playbook to succeeding once you actually step into the role.

**Can you think of a turn key moment or decision you made that helped launch your career?**

There was a gap in leadership in one of the markets I was working in. I saw it as an opportunity to step up and asked to take on an interim role. I wasn't the obvious candidate, but I knew I was the right one. I was equipped with everything I needed to succeed. It was a remarkable experience as a first time manager of a large team. It reshaped my career trajectory and taught me it's important to raise my hand, even if no one is looking at you. You might surprise your employer and more importantly yourself. *m*

tips from salmaa

**Best tip you ever got**

It's not where you work, it's who you work with. Early in your career, it's the people who matter and how you develop as a result of working with good people.

**Best tip to a college grad.**

Worry less about your grades and more about learning things you will remember long after the test is over. And the network you build; that same network will be your next opportunity.



“We just can’t afford to be in competition with each other; we need to see success more collectively and let competitive spirit manifest into self-development.”

# TOGETHER

MissFits is a community for any and all career-driven women to learn from and support one another. At MissFits, we do it together - never alone.



**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**

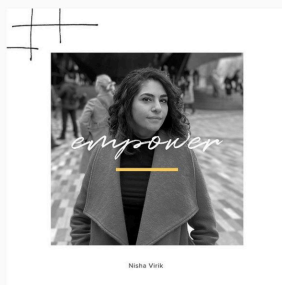
Jennie's ambitious go-getter mentality drives her passion for brand building. She loves to challenge the status quo, especially at the crossroad of creative and strategy.



**Maggie Cook**

Maggie's curiosity for human psychology and love for design, has guided her down the UI/UX path. She strives to bridge the gap between users and businesses, and build valuable experiences for consumers.

Follow us | @missfits.life



Nisha Vohra



Danielle Amos



Selma Elshamshory

## Special Thanks

**Carney** | [carney.co](http://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. Carney is a full service agency and the creators behind The Daily Carnage.

Special thanks to Maria, Alicia, and Pat for their continued hard work and passion for this project.

*Be noteworthy.*

A place to capture your ideas and plan your path to success.



A WORKBOOK BY DANIELLE AMOS

## Success is 95% mindset and 5% strategy.

Be objective. Look at your results as a scientist would; look at the numbers, do not give reasons or excuses. Know that your results are a direct reflection of your thoughts over the past week or month. It's time to release this old way of thinking. Let it go completely. Stay open and be grateful for this opportunity to release.

# Mindset

Your results never lie. If you want to see where your mind has been, look at your current results. Ask yourself the following questions, and be honest with yourself.

What have I been thinking about? \_\_\_\_\_

What are my current results? \_\_\_\_\_

My income? \_\_\_\_\_

My health? \_\_\_\_\_

My relationships? \_\_\_\_\_



Use your imagination to think, but do not think of the “How?” or “Who am I to want that?” In other words, do not think based on logic or past experiences.

# Plan

Sit quietly for 15 minutes. Allow yourself to imagine and DREAM.  
If money, resources, and talent were no object...

Ask yourself, what do I really want? \_\_\_\_\_

What do I want my career to look like in 6-12 months from now? \_\_\_\_\_

What impact do I want to make? \_\_\_\_\_





Get in touch with Danielle Amos today.

Email: [info@danielleamos.co](mailto:info@danielleamos.co) | Instagram: [@\\_danielle\\_amos\\_](https://www.instagram.com/_danielle_amos_)

## Action

Now that you know what you want... it's time to connect to it. Do NOT get stopped by your limiting beliefs. What if it was all possible. Because, it is.

How would it feel to step into this new version of you? \_\_\_\_\_

*Visualize yourself having this success and get emotionally connected.*

Imagine your career to be exactly how you want it over the next 6-12 months. Who is your ideal client? \_\_\_\_\_  
Who is part of your team? What kind of service are you giving? How does that feel?

How does it feel to be working with your ideal client in your dream career each day? \_\_\_\_\_

*Again, don't think of the "how." Write what your life would look like if your career visions were true.*

**Now visualize yourself having this success using the recording found [here](#).**



Let's Move  
Mountains.