

WORLDWIDE MARKETING MANAGER
OGILVY & MATHER
NEW YORK, NY

WHAT'S YOUR CLAIM TO FAME?

For the last five years I have worked at Ogilvy & Mather. In 1978, David Ogilvy wrote, "Great hospitals do two things: They look after patients and they teach young doctors. Ogilvy & Mather does two things: We look after clients and we teach young advertising people. Ogilvy & Mather is the teaching hospital of the advertising world." In the spirit of our founder, David Ogilvy, my roles have varied from being an associate in the agency's rotational program for young talent; an analyst on the Marketing Strategy team in our Strategic Services Department; and, most recently Worldwide Marketing Manager responsible for building out the new Marketing & Content arm within our Worldwide Corporate Communications Department.

In addition to my day-to-day responsibilities, I was a founding member of OgilvyCULTURE, a cross-cultural marketing business practice. Within OgilvyCULTURE I helped develop our value proposition, and establish initial partnerships and client engagement. I have also recruited students for our Summer Internship Program and Associates Program Campus for entry-level agency opportunities from Spelman and Morehouse Colleges; headed the Ogilvy New York Mentoring Program, initiating reciprocal mentoring relationships between junior and senior employees; and led Ogilvy Black Diaspora, managing the black employees professional network by providing strategic programming, both internally and externally.

WHAT DOES IT TAKE TO BE SUCCESSFUL IN YOUR INDUSTRY?

In order to be successful in the advertising business, you must first learn the mechanics of the industry. This includes industry history, past and present business practices, and how the digital landscape is changing the industry for the future. Further, it is important to learn how agency teams work together to build and sell a brand. With this knowledge, you can find out where you best fit within an organization.

HOW DO YOU FOCUS WHEN BUSINESS SITUATIONS GET DIFFICULT?

When business gets tough, I remind myself of the end goal, the essential details of the project, and keep them forefront in my mind.

WHAT DOES SUCCESS LOOK LIKE TO YOU?

As an ever-evolving person, it is important that each part of who I am is striving to succeed. Ultimately, for me, success is about seeking spiritual, professional, personal, mental, and physical balance and fulfillment.

WHAT IS THE HARDEST LESSON YOU'VE LEARNED IN BUSINESS?

After graduating from Spelman College with a degree in Comparative Women's Studies, I began my career at Ogilvy & Mather. Despite not having any marketing experience, I quickly became acclimated to this fast-paced and dynamic industry. Part of overcoming this challenge was finding a diverse set of mentors who have become my professional board of directors. Their guidance has enabled me to make thoughtful career decisions and moves along the way.

WHAT'S YOUR FAVORITE MOTIVATIONAL QUOTE?

"Desiderata" by Max Ehrmann is my favorite motivational go-to. I am especially inspired by the line "You are a child of the universe, no less than the trees and the stars; you have a right to be here. And whether or not it is clear to you, no doubt the universe is unfolding as it should."

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