

DEMAN Live: Marketing, Branding & Influencers

Panel

- Ashley Alman '13, [Netflix](#), Manager of Creative Marketing
- Bette Ann Fialkov '07, [Lyft](#), Director of Culture & Entertainment, Head of Influencer Marketing & Entertainment Events
- Cassie Goldring '15, [Condé Nast](#), Brand Strategy Executive
- Ashley Harding '04, [The New York Times](#), Executive Director, Growth & Product Marketing
- Samantha Klein '15, Former [Facebook](#) Client Solutions Manager, Entertainment
- Timi Lewis '95, [Lewis Media Company](#), Principal
- Drew Neisser '79, [Renegade](#), Founder & CEO
- Detavio Samuels '02, [REVOLT MEDIA & TV](#), CEO
- Emma Welch '16, [Former TikTok](#) Content Partnerships Coordinator; LinkedIn, Creator Manager

Intro: Dave Karger

Welcome to DEMAN Live. I'm DAVE KARGER, Duke alum and host on Turner Classic Movies. DEMAN is the Duke Entertainment, Media and Arts Network. And it's the University's hub for the creative industries. On this show, you'll hear a past episodes of DEMAN Live, which includes panels and one on one chats with alumni. Thanks so much for listening, and enjoy.

06:22 Courtney Ridenhour, MBA '21

Thank you all, again, for being a part of the panel. We're really excited to have you here. And let's get to it. So, to start us off, I think we'd like to hear a little bit about what it's been like working from home during this time, how have you all had to kind of adjust how you're working with teams or clients or partners? And if you have an example of how a project has been impacted, that would be great. So, Samantha, could you start us off and then we'll go to Bette Ann?

06:50 Samantha Klein, Facebook

Definitely, um, so I think I'm first of all, I'm like, really grateful to work at Facebook during this time, because they were actually one of the first companies to let us work from home, which was just great in terms of just feeling safe. But also part of working at Facebook is they had a lot of the tech in place to really be in a good state. When all these changes were happening to work from home. I think just from a logistics perspective, it's really forced us to be more organized and how we are as a team.

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So scheduling times for brainstorming, and sitting instead of swiveling our chair around, which is what we would normally do. But I think also from a strategic perspective, we've had to be really empathetic for our clients because they're facing headwinds in their business and understanding that their marketing may shift as a result. But the plus side of that is we've been able to really think more long term about how we can make things easier and simpler for our clients.

So one thing we're doing now is building a playbook on how to launch streaming services and international markets, which will kind of be plug and play for all of the clients that we work with. So it's been really cool to work on longer term projects like that, that might have taken the backburner had it been business as usual.

08:11

Bette Ann?

08:12 Bette Ann Fialkov, Lyft

Yeah, so um, Lyft is obviously headquartered in San Francisco. But there's a really big office here in New York. But I'm actually the only one on my team that is based here in New York. And so for the past two plus years that I've been at Lyft, like, I've actually really been working from home a lot like I because I travel so much to LA and the San Francisco that when I'm home, like I want to be home and I get to work from home.

So it hasn't really been a big adjustment for me. I think as a company, it's been a really big adjustment. I'm sure a lot of you probably heard two weeks ago Lyft had massive layoffs, we laid off 17% of the employees. So I think personally like it did affect my team. And so it has been really challenging.

I think from a work point of view, though, so I'm obviously responsible for entertainment event partnerships, which those have come to a screeching halt, no Coachella, no pride, no Emmys. So the way that I'm thinking about like IRL experiences is completely changing on the influencer side of things which is the other responsibility that me and my team have, you know, influencer marketing has never been more important than right now.

At Lyft, you know, our mission is to improve people's lives with the best transportation and through a program called Lyft up that we launched earlier this year. We are really giving transportation to those in need. So during COVID we've been giving free Bike Share memberships, we own the largest bike shares across the nation like city bike in New York. We've also been providing transportation of medical supplies and meals. And so in order to really amplify that, we have had to turn to our influencer community and celebrity community to talk about it, and like transparently, we don't have any budget to do that right now. And so it's really been relationship based. You know, having

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everybody from Gwyneth Paltrow to Justin Bieber talking about the work that we're doing, all without paying them has been an interesting pivot.

10:33 Emma Tregellas '21

So going on to the next question, this is directed towards Cassie and Ashley A: So getting your foot in the door to work in this industry can be challenging, and we kind of wanted to know what advice you have for students and or alums to break into this industry, especially at this moment?

11:15 Cassie Goldring, Conde Nast

I know for Conde, we've pivoted to virtual events. And now we're sort of taking a step back and realizing that, you know, once the world does go back to normal, virtual events are still gonna play a huge part in those IRL experiences, because people are getting so used to communicating this way. And I think it's just people are gonna have a little bit of PTSD, to be honest. And I know it's so hard already, I think for students who are graduating to think about how they're going to enter the workforce. And now they're faced with this extra challenge of, you know, people are being furloughed and fired, how am I going to get hired at this time?

And I think that like, honestly use this period it to your advantage to really talk to people, everyone is at home, people have a lot more time on their hands, maybe someone who was in a senior leadership position who never thought would be attainable to have a conversation with would be more open to speaking with you because they have more time.

And they think just like really digging into the Duke network and cold emailing people on LinkedIn, and just trying to get people on zooms or get people on the phone, and establishing those relationships now, because they're only going to serve you better once things start sort of like transitioning back to normal. And I think, you know, the Duke network, I cannot say enough, like how much Duke alumni want to help other people, I've already spoken to a few people on the phone during this time, you know, block out my calendar, to have some calls.

And I think just really like using this time to figure out what you want to do. I think the other piece of this would be that don't be afraid to just get your foot in the door. Take a role, just to sort of like, you know, even if it's at your dream company, and it's not the dream role that you would want, you know, if it's a first job out of college, and it's, it's, you know, you're in the mailroom, the where I was in an agency and I was like I graduated from Duke, why am I delivering mail?! But it's all about building relationships, getting your name out there, and then slowly, you know, you learn so much from those experiences, but you're already in the company, and it's a lot easier to move.

13:56 Emma Tregellas '21

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Thank you so much! Does Ashley A, do you want to answer that?

14:01 Ashley Alman, Netflix

Yeah, I mean, I think my first piece of advice would just be to think outside of the box when you're thinking about where to apply. When I was a rising senior, I had final interviews for internships at the Today Show and Rolling Stone, and I was so psyched, and so sure that the odds were in my favor, and I didn't get either of them. And so I ended up applying for an editorial internship at a think tank in DC. Definitely was not a place I was super familiar with before I worked there. I didn't really understand even what it meant to be an editorial intern at a think tank, but it ended up being a really incredible stepping stone for me to then be a political journalist at the Huffington Post.

So you know, when you're thinking about the landscape right now, sure, there are a lot of industries that are really hurting and probably scaling back. But there are a lot of places that are actually really eager to be hiring a state and local governments are having a really hard time figuring out creative ways to message exactly what's going on in the world.

So they're going to be looking for creative thinkers and people in the marketing space. It's an election year, it's still happening. There's definitely going to be a lot of opportunities there, if not different in more virtual opportunities, still opportunities. So definitely just think outside the box. And, you know, just like Cassie said, your first job isn't probably going to be your forever job.

I think there's definitely a lot of pressure being a Duke student to kind of land that name brand credit in your first job. But, you know, you really want to just be figuring out a way to sharpen the skills that are going to set the table for you to that and pursue that job at times, or Facebook or wherever you had next. And then the easy stuff that you can totally do, keep your LinkedIn updated, stay really active on social media, and never stop creating, because it, you know, it's obviously really nice to be paid to be sharpening your creative chops. But there's so much that you can do just from your home with your cell phone, both in the form of writing and recording. So have at it.

15:51 Courtney Ridenhour, MBA '21

I'd be interested in hearing about from those who have had a variety of different roles in the marketing industry...how you ultimately decided to pursue the direction you did, and how this has compared to other roles you've had outside of the marketing industry if you've had any.

So let's start with Detavio...

16:33 Detavio Samuels, REVOLT MEDIA & TV

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Sure. So, I don't think there's ever a thing of like, where I've landed or landing on a direction, I think my goal in life is to be directionally accurate. And so I point myself in a direction, I keep trying to get tighter and tighter and tighter on what works for me. So when I was coming out of Duke, I wanted to be a CMO. That was the goal. And so I went to business school, and then first job was at Johnson and Johnson doing global marketing, quickly decided there that I did not want to be a CMO.

So I jumped over to the agency side where I lead creative teams to develop super dope campaigns for big brands like Jeep and Walmart and US Navy, etc. And I had the time of my life for a while. And then at a certain moment in time, you guys don't want to see ads, nobody wants to see ads, I realized that the product I was creating, no one wanted to see, and started to fall in love with this idea of branded entertainment and branded content, trading super dope content that people would choose to watch choose to engage with. But that also delivered the brand message. And so for that, I moved to the media side, where their only job is to create content that people want to watch and want to engage with.

And so I've been doing that for the last six years, running a team there. And so even now in this next transition, it'll be my first time at a TV network, right and not only run creatives and content creators and marketers, I'm certainly for me, it's like it's just a journey, and it's a path. For me, I'm always trying to identify what I don't want to do so I can do less of it. And what I do love to do so that I can do more of it.

But for me, it's a lifelong journey of figuring it out. To answer the question about how it's changed, I would say, I've probably if there's one thread or like idea to tap in, I've just gotten closer and closer to the true content creator side. So on the at the at the marketing when I was at Johnson and Johnson, I was leading an agency, right? You you manage the agency relationships.

When I was at the agency, I was leading the business, but didn't run the creative teams. Here at the digital media company, I lead a team of creatives who focus on branded content and creative some focus on editorial on the content that we produce every day. And when I move to my next role, I'll just be leading a team of pure creatives. So I think the only, you know thread that I can see in my career is that I've gotten closer and closer to just being fully engaged in the creative work. But other than that, I'm just trying to have fun and play and figure out what makes me excited every day. And when that changes, then I'll move to whatever's next.

19:03 Courtney Ridenhour, MBA '21

I love that. Um, okay, Ashley Harding. I'd love to hear your perspective.

19:09 Ashley Harding, The New York Times

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Yeah, so um, I've had a few different lines when I was actually pre-med at Duke, which is a whole other story. So right out of Duke, I actually went into healthcare consulting, so management consulting at Deloitte, and I'm from Atlanta, so I was based on the CDC engagement and did a bunch of like Business Solutions stuff, they're not really healthcare stuff.

Um, and while I was there, I started doing some soul searching and realized I wanted to go to business school to kind of hit reset on my career. And in doing research, I ended up going to Kellogg School of Management. And in my research, I realized that marketing and brand management kind of would let me flex the same muscles that I did in consulting, but also be more creative and work with agencies actually create products that people would buy.

So post biz school is when I really got into marketing, and then I've done a ton of different types of marketing since then. So right out of business school for my internship and right after I went into traditional brand marketing CPG, I did two years at Procter and Gamble. And there I learned brand strategy, managed agencies, manage your P&L, all that stuff, right?

But then once I was there, I started realizing that digital was the way to go. And I continually kind of looked for different challenges in my career. I personally was living in Cincinnati and buying everything online myself. So I realized I didn't want to be kind of at the beck and call of Walmart and Target as much anymore. So I ended up transit transitioning into digital and e commerce. And I worked, I moved to New York, and worked at gilt groupe, gilt comm, as well as Ralph Lauren calm.

And that's when I really, really, really learned how to sell things online. And the kind of thought process that people go through to actually buy things online from sucks all the way to \$10,000 handbags. And so while I was there, I had a great time, but wanted a more of a challenge as well. So now I've moved into digital subscriptions at The Times, never did, I imagined that I would be in media, but I just kind of keep following a new challenge.

It's this is the most challenging marketing I've ever done. Not only do I not have like basically a storefront to get people to like peruse and buy our products, everything has to be explained via digital. But also, you have to make sure that people continue to come back to the site and read and ultimately retain.

So never a dull moment, at The New York Times. It's also the first time that I've ever sold a product that I don't manage, or you know, I didn't create the pipeline, right? Like we're at the mercy of a new cycle, and the newsroom, and I'm on the business side of the company. And so we let them do their thing, and then find ways to market to people accordingly.

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In terms of differences, I would say that it's similar that I use the same skill set that I did in consulting, but it's much more fast paced, because digital, and the cool part about being at the time is everything is in house. So I'm not necessarily managing or working with agencies, all of my Creative Media buyers, everyone, we all sit used to sit together on the same floor and get to work together, which is like super fun and cool and awesome.

22:36 Caitlin Carter '21

This question is directed toward Drew and Timi. So many of you guys, not just Drew and Timi, have started your own companies and or freelanced. So, what would be your advice for students or alumni trying to spearhead their own creative projects, now or in the future?

23:21 Timi Lewis, Lewis Media Company

You know, this is always a really interesting question. And my response is actually not very sexy. Because what I learned in launch of my enterprise, Lewis Media Company, you know, I hit the ground running, I was really excited, I'd been working full time, and I had like a suite of clients that I had going into it, and that sort of beget other clients.

And so I just started doing the work, you know, with nonprofits with small businesses, you know, providing all sorts of communications services, some kind of event planning, marketing events, and the like. And I failed, neglected to invest properly in the infrastructure. And so, you know, before long, I realized I was doing all of these different things.

And so my big takeaway, if you remember, nothing from what I might prattle on about is that you're not Atlas and you're not meant to like hold up the world and do it all yourself. And there is an art and an intelligence and a way to maintain your sanity when you share the load with experts that aren't you. And so what I found was that I wish when I launched I had spent a little bit more time prior to launch and even throughout the process of building up my infrastructure and by that I mean identifying, mapping out what it is I need done, and who is best able to do it.

You know, I remember I took like this business seminar that was through a small business agency outside of Columbia. I'm in New York, so it was just you know, uptown as well where I am and the instructor was like, you know, how many of you entrepreneurs are doing the books and your marketing and you-your IT person and you're wearing all these hats and everyone sort of proudly Oh, that's me.

And she looks at us like idiots and she's like, Hey, you, you're not supposed to be doing all of this. Now. The highest and best use of your time, you should be building the business re investing in the business. And so that's one of the things I would caution. So, find yourself a good accountant, a good bookkeeper, if you can go that extra mile, you know, I've been taking all these Squarespace seminars,

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thinking I was going to develop my own website, you know, cuz I want to do, I can do these things, these are all lies.

So, I realized I was actually working on a project, it was based in DC, I was here in New York, and I would travel back and forth. And one of the other vendors, is a web producer. And I said, You know, I should hire Eugene. And so like, here, we are working on this project. And technically, I'm his boss, you know, sort of vendor vendors, and then I hired him separately to build, you know, just a little splash page, we're going to kind of work to build out the rest of it by the end of this year, so that, you know, I could have a footprint, you wouldn't know while I was busy doing all these things.

And he had like a really amazing process. And so kind of what I learned from that is, whereas you might have facility and a lot of areas, it doesn't mean you should do all things. And so you know, the things that I would say you really should focus on are, you know, figuring out the suite of services you want to provide, you know, don't start off doing the universe of things you think you might want to do, or have expertise in doing, you know, I actually was at the DEMAN conference, Amy, you'll have to be happy to know this. And I decided to not only just, you know, do the echo chamber thing and talk to people that are similarly situated, I went to a session that was put on by young woman who was an editor of documentaries.

And she said something that I thought was so profound, and I'll share it again with you guys. And she said, it's fine to have all of this expertise, but you really need to be known for something. And sort of like instinctively, you know that, but it's nice to sort of have that restated, you know, because sometimes it doesn't always come across as obvious as it should. But she had facility and production and shooting, obviously, in editing, she was doing that primarily, but if she said that, in her experience, networking, living in LA, it made sense, be known for something and then you can regale the world with the rest. So, I just want to impart some knowledge to you get your infrastructure house in order, I would start with the accountant. If you do a lot if you need to do a lot in social. And because that could be you know, that's its own profession, it could be a major time suck for an entrepreneur, and I'm a solopreneur. I normally work with 1099s when I need to crew up, but get somebody to help you develop that content, and then help with the distribution. Don't think that you need to be Atlas, and hold up the world. And really think about the highest and best use of your time, which is building the business, figure out the suite of products and services you want to offer and just sort of marketing yourself. re investing in yourself and repeat.

27:48 Caitlin Carter '21

Thanks, that's really practical.

27:51 Timi Lewis. Lewis Media Company

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Hard lessons got to be good for something, right?

27:53 Drew Neisser, Renegade

Yeah, yes, exactly. So I actually was a have the advantage of starting Renegade with another company. And so it wasn't my money, so I could make almost every mistake in the book on their money. And I didn't actually end up buying Renegade from Dentsu, the big agency that we founded the company with until 15 years after we had already got going.

The key part of Renegade was that we were just going to be a non-traditional agency. That was all we started with. And it evolved, which was it proved to be a very nice name, but I love the So anyway, in 2008, just to give you a sense, that was very much like this moment, three things happen to me, I bought the company, we went into the worst recession since 1929. And maybe this one, then \$500,000 we were supposed to be paid didn't get paid because of the Madoff scandal, and 70% of our business, walked out the door with one in one client. So essentially started again in 2008.

And that was a wonderful experience and a chance to sort of learn what you love. And one of the things is different about being as we had at one point 100 people at Renegade, I am the happiest person I've been in my career, we have nine people. But the difference is we kind of know what we're, what we're good at. And when I said I love your point about known for something. I've invested the last 10 years getting to know chief marketing officers I've interviewed now over 400 and built-up tremendous goodwill among the my podcast, my Ad Age column, and so forth.

And I actually find their job. So amazing that in the middle of this pandemic, I said, You know what, I'm just gonna start a therapy group for them and started seeing Oh, huddles, I've got I'm spending five hours a week, just talking to groups of CMOs in helping them through this crisis. So if you think about what this means for you right now, a lot of businesses will be started and they will be amazing businesses because no one's gonna hire. So the thing I would say is you have to dig deep right now and say what do you really like is if you're a writer and you're not writing, you're not a writer, if you are an artist and you're not drawing, you're not an artist.

So get those things, write those things on a card right now and say, Oh, I'm a writer really did you write for an hour today, if you didn't, you're not a writer, get that off the table. So that's part one. But if you are a writer, or a filmmaker or something, yeah, make that stuff and and just start using that opportunity now. And then the other thing is, hedge your bet a little bit. No matter what you do, you probably need to know the business side. So take advantage of this, all these places are now offering free courses demand base will teach you automate, account based marketing, take a course get certified, even if you want to be a creative director, get certified in something that involves data, you

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will Oh wow, this person who wants to understand the business, not just write something or create something.

And then I guess the last thing is, don't expect others to get excited about your ideas. Right away. In fact, probably the better the idea, the less likely someone else will recognize it, because it won't look like something they've already done. So if you have something that you think is brilliant, and you're not getting positive feedback, that could be a really good sign. Or it could be just a bad idea, but probably a really good sign.

31:33 Courtney Ridenhour, MBA '21

Our next question is for Emma and Bette Ann. And so Emma, you're working in content partnership at TikTok, which is certainly a growing platform itself. And Bette Ann, and you've worked across a number of brands in your career. So how do you approach brand building? And how does that approach shift across clients or brands? And Emma, we will go to you first.

32:13 Emma Welch, TikTok

Yeah, so I very much work in the like creator, talent space. And so for me, building a brand is about building a personal identity. And being really clear about who you are, whether it's on one platform or across everything you're doing. I also came from the mailroom world.

So, I heard somebody talking about that earlier. Um, and so I came from a traditional Hollywood talent agency, and I've really pulled that experience over to TikTok, where, before we were talking about the entire career of a traditional actor, actress and all the things that go along with that, endorsements and, and their digital presence and being a part of podcast and all that stuff that all accumulates into their personal brand.

And I've brought that over to TikTok where, you know, a lot of our creators are TikTok native, and they're just starting out to build their personal brand, and how is TikTok talking to play a role in that? And how are they going to venture off TikTok and turn it into other things is a huge part of our day to day,

33:26 Bette Ann, Lyft

Cool. And on my side of things, so I think what's interesting about my career is that I've actually always worked on brands that aren't as established. So, you're probably thinking like, Google, super established. But while I was there, I worked on Google Plus, which was a startup, like, I worked on it right from the beginning, I also launched pixel one, pixel two, and that also was basically, you know, our startup in the phone world at the time, and then Lyft when I came to live just over two years ago. Also, it was still very startup B and, you know, almost like, like the underdog.

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So, I think my approach to brand building has actually been similar across both of them and, and how I think of brand building is, of course, in the influencer space. And so what's been most important for, for me, in the roles that I've worked in is really building a community of brand advocates. So at Google, I created the first ever micro influencer community and that was before like micro influencers was like a buzzy word. And I've really done the same thing at Lyft as well.

And then also both at Google and Lyft, I've helped really create experiences for influencers so that they can interact with the brand in a really fun, playful, never been done before way, and they can really walk away from those experience is understanding the brand's message. So I think a good example of this at Lyft, again, super mission oriented brand. And last year, we had a big campaign around immigration, and we really took a stance on immigration.

And, you know, talking about immigration with influencers can feel kind of heavy handed. So we needed to come up with a way that was, you know, that we can get our message across. But it wasn't, you know, it wasn't that heavy handed. And so we partnered with The Infatuation, which, for those of you that don't know, is a foodie media outlet, kind of like the authority on, you know, the hottest restaurants in various cities.

And we hosted a dinner series across the country, in three cities, where the dinners were hosted at immigrant owned and operated restaurants. And so in, through these dinners, we were able to tell our brand message, as well as like, really have storytelling from the owners of the restaurant, and influencers walked away with a clear perception of what it is that they can do to really take an action. And they really understood what Lyft is doing to take an action. So I think, you know, just to circle it back, brand building with influencers is all about, like really building that community.

36:38 Emma Tregellas '21

So Timi and Ashley A., how do you think the impact of the pandemic will affect the future of the industry? And what shifts are you already starting to see?

37:02 Timi Lewis, Lewis Media Company

I'll start because I think Ashley A. is gonna have lots of helpful things to say, hey, Ashley, um, let's see, you know, almost immediately I saw that, you know, projects were getting reimaged, either the contract terms are being renegotiated or put on pause in some way, you know, I saw a couple opportunities that were you know, I was about to close dried up, one dried up completely, one was punted down the road while the client tried to figure out what this pandemic actually meant for them. You know, they do a lot of work with brands, including some CPG brands, but it was so early, that it

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was hard to say what folks would actually do. And so you know, we couldn't sign the dotted line on the contract.

So for me as a communicator, doing things from public relations to some event management, it's been, it's been a curious time. And what I'm finding is that I have to, I had to dig into my most creative self, you know, like, there's the initial shock, like, Oh, my God, Woe is me, this is the worst time, what are we going to do now? Obviously, life will go on 100 years ago, you know, when that last pandemic took place, we moved on, we're all here now. So that's proof of life.

But, you know, what can I do to be kind of creative, and I sort of thought back to my Duke days, and how you had to kind of make a way out of no way at times, you know, just to really when the world was yours, and you had nothing but potential that you were hoping to realize what are some of those ideas and characteristics and things that motivated me? And I think those same characteristics are going to be at play now, when you're trying to figure out the unknown. And that's what we, you know, this whole pandemic, life that we're living presents itself, and so I thought, how can I be resilient and tenacious, you know, I had to sort of think very creatively about what I could do next, I had to also have a lot of patience.

And you know, and kind of follow some of the advice I've heard echoed here about trying new things, and don't let perfect get in the way is good. And sort of just give it a shot. If it doesn't work, you can pivot quickly, you can move on, it's a pandemic, nobody's gonna really fault you. And another thing that was interesting is that I had to just sort of remember to stay hopeful that you know, whether or not we're all in this together, you know, we're all in the pandemic. And so at some point, it will come to its conclusion. And, you know, just hoping that it'll, you know, my company will be stronger as a result of it.

And so some of the things I'm doing to kind of manage through, since we were still in the midst of it, is to really think about my core competencies. And so for all the MBA folks, I you know, I have a Master's in Public Policy, not an MBA, but you know, thinking about what it is I have to offer, what is the highest and best use of my talents, my expertise, all this experience I've had since graduating from Duke and thinking, you know, staying true to my core, but using the variable and how I might apply it differently to kind of be what excites me so maybe I go after different types. clients, you know, maybe I have to repackage some of my skills, maybe I have to take a longer term view to some projects, as opposed to maybe a shorter term view, you know, maybe it's more about positioning myself as a partner, and not just, you know, a vendor, or somebody that's taking a transactional kind of approach, and really think about how I might future proof my company, so that when the next major economic downturn happens, you know, I've got some built in resiliency, and some of that, to Drew's point earlier, is to have a contingency plan.

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You know, like, you know, I think we all went through this period, whatever it was, like, you know, don't have a plan B, you know, make yourself go out and do something, I think we need to have like a plan A through Z. And so that's sort of what I'm doing real time in terms of recasting my core competencies to be applied to different types of clients, especially clients who are going to have the money to spend, because communications at a time like this really comes across as a nice to have, or a luxury item, as opposed to an investment. And so, you know, you may or may not change hearts and minds, but you know, all I can do is control my actions. And I think part of that is being creative and resilient and tenacious, staying hopeful, and thinking differently about how I can add value, especially the people were willing to pay for it.

41:19c Emma Tregellas '21

So Ashley,

41:21 Ashley Alman, Netflix

I think in a lot of ways, we're going to kind of continue on a trend that we were already on, it's just kind of at hyper-speed. And that said, the highest production value marketing campaign is not the one that rises to the top people like to be marketed as they are and where they are. And that's why we've seen so much success on platforms like TikTok, you know, people are so much more excited about someone in a baggy sweatshirt doing a fun dance than they are somebody in like dressed to the nines, high production value, ring light. So when we're thinking about marketing for our campaigns, now, you know, we're doing a lot more at home self-taping, cell phone capture stuff. We're getting really creative and nifty in that way. But yeah, I think it's really just leaning into more the most creative and innovative idea rather than the glossiest and most expensive idea.

And I think when it comes to hiring within the industry, it's going to mean looking at qualities like flexibility and curiosity and eagerness to break the mold more so than it is going to be looking for, you know, a master's degree in marketing or, you know, obviously there's a lot of value in that too. I know a lot of you are pursuing that. But you know, it's gonna be a lot of kind of this like hunger and tenacity that you get really out in the field.

42:37 Maddy Conway Fuqua '22

We're interested in understanding how you all stay inspired as a professional and how you keep building up that that hunger for the next thing. And so I will go first to Ashley Harding, and then Drew, but what books or films have you know, inspire you? What are the resources online or otherwise that you recommend Duke students check out to keep developing skills and knowledge and to stay inspired in their careers in marketing?

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43:16 Ashley Harding, The New York Times

I think what I currently do and a lot of my team currently does, which is helpful is number one, I think that if you kind of know what specific area of marketing or media or creative whatever that is that you're interested in, get to know more not just like the competitive set, but like other categories.

So for a while now, I've been selling things online, multiple types of things, right? Well, now I guide my team to look outside of the rest of like our news publishers, the rest of our competitors, literally think about the hard things to sell online, it's really hard to sell makeup, online fragrance. Cars, like those types of things. So I'm always looking outside of the category to stay fresh to see how people are basically using digital to their advantage.

Another thing that we do that I think would actually be cool for students to do is get together with your marketing, media, entertainment, creative friends, create your own little like chat group, we have a Slack channel at work that we all like as we're living our normal lives add to whether we see different articles, different campaigns, and we actually have pretty fun, interesting conversations about it. It keeps you on your toes, you're able to keep a pulse on what's going on. While it's fun. It doesn't feel like a big homework assignment or an extra thing for all less to do, and you can go back and reference it later.

45:05 Drew Neisser, Renegade

So wonderfully practical as I was thinking about this, so I'm going to put it in two buckets. One on a practical side, if you're thinking about sort of your personal brand and as a marketer, and you want to develop that as possibly being like, to me as a as a solopreneur, entrepreneur, a great book to read is called the business of expertise, how entrepreneur entrepreneurial experts convert insight to impact is by David C. Baker.

And I guarantee you, any marketer will learn from this, because it's really about focusing on the getting really, really, really, really knowledgeable about one thing, which is funny, because I'm knowledgeable about two things, chief marketing officers and Ben Franklin. And I'm knowledgeable about Ben Franklin, because I consider him America's first chief marketing officer. And so there was language that he used, which is well done is better than Well said, which inspired the last 13 years of my career, it's all been about what are the actions that that marketers can do, not what they say, but what they can do.

But I've managed to pull these things, two things together, Ben Franklin and chief marketing officers, my third book will be about Ben Franklin. And and what what he is doing. So the point of the both of that book, and that story is you got to look inward and say, Where are your what's the thing you're going to get most sight excited about?

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I was watching a speech today by gentleman who was talking about a dentist, and the dentist couldn't figure out how to differentiate them. So the adviser said to them, well, what's your passion? He said, Well, I like to skateboard goes, Well, there it is your the Dennis who skateboards, he puts skateboarding all over his website, he's got skateboarding stuff all over seeing his business skyrocketed, because he got his passion and his work together. So as you're developing him, if you look at TikTok, that's what that is, it's like they're sort of the confluence of that, but find that passion and express it deeply.

Like crazily as your own personal brand, and don't be afraid to put it on your LinkedIn profile. Um, so. So for me, the other part of the inspiration is, I have never opened the Fast Company, whether the print or that website without coming up with an idea for a client never happened. So I always find that amazing. So those are two, sort of broader perspectives.

47:38 Caitlin Carter '21

So this question is for Samantha and Cassie, and it is what are some of the ways that you guys applied your Duke experience in and out of the classroom? Whether it be classes or extracurriculars? How did you apply that to your current job? And what opportunities or resources do you guys suggest that students take advantage of while they're still at Duke?

48:13 Samantha Klein, Facebook

Cool, I can start with that. So I think, you know, when I was at Duke, the course I took didn't really make linear sense at the time, but everything I did kind of ladders up to what I did today. So that's all to say, It's okay, if you're going through Duke and your major isn't what you want to be.

So I actually was a public policy major, and I work in Marketing for Facebook in with streaming clients. So like, how does that even relate? First off, Stat 101, everyone on this chat, if you haven't taken it, I'm 100%. Sure, take it before you graduate. I didn't do well in it. But it's the class that I use every single day in my job. You know, you have to be able to interpret data in a really smart way in order to make good decisions about marketing campaigns, especially on digital.

So understanding how to interpret brand lift results is so critical to my job. So we haven't taken that do that. It's like the spinach that you might not enjoy eating, but it's really good for you. And I think, you know, from a more fun perspective, I did the Duke and Silicon Valley program, and getting exposed to companies on the west coast, I'm an East Coaster, I had done my junior year internship at a CPG company and seeing all these disruptive companies meeting alarms out in the Bay Area, is what really kind of, you know, set me forth on my path to want to work at Facebook.

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Um, and I think the other thing is, make sure you're doing things you're passionate about two, I took a lot of documentary and film classes while I was at Duke that had nothing to do with my major and I didn't even get a minor in it. But working in entertainment and being able to reference like all these little films and having a lot of passion about them comes through in the role in terms of connecting with clients and having something that you know a little bit about to talk about. So I think those would be my three things.

50:13 Caitlin Carter '21

Cassie, do you want to speak to that as well?

50:26 Cassie Goldring, Conde Nast

Like, whenever a Duke student, or I get this question, there's one thing I always say, which is like, take the pressure off and just use Duke to learn. I think that you know, a lot of my friends, if you're going on a finance track is a little bit different, because there are certain things that you need to do in order to get those jobs. But from a creative perspective, like, I've had so many jobs, honestly, and then I look back and realize, like, how this job a lot open a door for the next one, like it sort of all makes sense.

In retrospect, I really didn't know what I want to do for a second, I was going to be a policy major, I somehow ended up being a literature major. And the reason I picked that was, there was no film major at Duke, I was really interested in that. At the time, there's not a lot of resources for Creative Arts in that type of career path. So I sort of just honed in on, like, what my interests were, and lit was global cultural studies. So anything that had to do with culture counted, and everything has to do with culture, women's studies, Visual Media Studies, documentary study.

So in a way, I was able to, like create my own major. And I was really interested in like the implications of technology on society. So I was able to pick classes that sort of went along in that theme, and they all had to do with culture. But at the same time, I really loved journalism. So I ended up doing the journalism media study certificate. And looking back now, you know, I, my senior year, I did a independent study in screenwriting, because I wanted to try that. And like, it was so awesome, I got to take all the really cool classes with all the amazing professors. And I feel like I got the most out of my dupe experience. And I've actually had this conversation with a lot of my friends who did Econ 101.

And just felt pressure, like they had to go on a certain track in order to get a certain job. And they're like, you know, what, I missed out on taking that like, really cool history class that I always wanted to take. And then the end of the day, they ended up leaving their finance job to go work at a startup. So all that being said, like, take the pressure off, what you study at Duke, and what your major is, isn't necessarily what you're going to do. And it all sort of finds a way of connecting itself. Like I started out in the entertainment industry. And then I worked at a tech startup. And then I worked at the New York

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Times in journalism, doing experiential sponsorships was just sort of like the intersection between entertainment and journalism.

So I'm like, Okay, well, everything I did a Duke sort of, like came together. And so I think that's just the biggest piece of advice is just use Duke to like, explore different interests, because most likely, you know, you may switch careers throughout your life and, like, use Duke to your advantage, because there's a lot of cool stuff here.

53:21 19:03 Courtney Ridenhour, MBA '21

So as many of us know, reaching out to alumni can be a bit intimidating, and the current situation is probably compounding that. So with that in mind, Detavio and Emma, how do you recommend students and alumni approach staying in touch with alumni about career opportunities during this time, of course, respecting the fact that many people may be facing difficult challenges right now? So Detavio we'll start with you.

54:17 Detavio Samuels, REVOLT MEDIA & TV

Sure. My simple idea is just reach out. What I believe is happening is look executives and people at the top have always been busy. My experience is that me personally, I'm actually less busy than I've ever been. So coming in the COVID. Those first four weeks were terrible cost cutting scenario that planning all of that I was working for, like 24 hour days.

But that said, Now that things have settled down. So much of my time was occupied by people seeing me in the office and having conversations now that they can no longer see me. So like I've gotten so much of my time back so they will still be true that you will reach out to a bunch of the people at the top who are super busy, but I do believe there's A new set of folks who actually have less work on their plates today than they did before. And so reach out, reach out, reach out.

The only other thing that I'll add is one of the things specifically, if you're like, Gen Y Gen Z generation, we've always talked about how, when you want something from someone who's a position that you have, figure out what you can offer them, I believe the Gen Y, and Gen Z are uniquely positioned to be helpful to people at the top, specifically, this digital divide, they don't understand Tick Tock or know where Tick Tock is, they've never been on Instagram Live, there's so much that young people can do to contribute to the well-being at work of people who are, you know, 40 and 50, and 60. And so my two points are, I'll keep mine short, reach out and find a way to add value.

By the way, those people who are adding value to me through this period, they're going to be the first people I look forward to higher when things ease up. And so it's also just a great strategy for kind of how to get in ahead of the curve. But we need you we need young, smart, brilliant thinkers to tell us

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what we can't see. And so I think that's, that's the opportunity that exists uniquely up as exists for this generation.

56:14 Emma Welch, TikTok

My big piece of advice is going to be to make relationships when you don't need them. So you know, even if you see somebody that has a really cool job, but you're not interested in working at their company right now make the relationship now so that three years down the road, you can reach out and, hey, I talked to when I didn't need something and now I need something.

So make sure that every person that you reach out to is not something that you're just trying to get something from, talk to as many people as you can, like everyone said people have extra time right now. So it's a great time to really widen your net on who you're reaching out to, and reach out to the people that you don't need something from right now.

And this is really relevant. If you're like a recent alum, and you're not looking to change your job right now, go ahead, you need to still be networking and reaching out to alums. Another thing I would say is, I've had a lot of students reach out to me and about specific job postings, and I am always willing to put my neck out for Duke students, and sometimes I'll ask for the resume and, and also, you know, I'll say, you know, send me a resume and also like set up, we'll set up some time to talk and they will send me the resume and the job listing and sort of dropped the ball and actually talking, and you have to put in the time and actually make the relationship and have the conversation like I'm not just going to never talk to you and, and put your resume out for something.

So don't try to I know it sucks to talk to the phone, talk on the phone with people, and it's like scary, and you're introverts and all of that, but you need to set the 30 minutes to talk to a person and then they can be in your corner for the rest of your life.

57:48 Courtney Ridenhour, MBA '21

So very quickly, I think, and I'm going to start with Bette Ann and Samantha, but I think we can maybe open this up to everyone else. But um, what is one piece of advice that you wish you could go back and give yourself earlier in your career?

58:08 Bette Ann, Lyft

There's so many. Um, so I think a lot of them have been touched on where, you know, people have like, changed careers and change their paths. I think, for me, personally, my first job out of college, I was a producer in an advertising agency for three years. And I got laid off. And it was the most like, earth shattering moment of my career. And I think all of us like coming from Duke, we've been, you know, top of our class, like, you know, been, you know, given almost like everything that we've wanted

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at our fingertips. And so for me, that was just like, such an eye opening experience. But if it wasn't for that experience of me getting laid off, I would not be where I am today, I wouldn't have gotten a job at Google, I wouldn't have gotten a job at Lyft. And and, and so I think you know, you always have to just keep in the back of your mind. Like if one door closes, another one's gonna open. And that's the way that you know you were supposed to go.

59:14 Samantha Klein, Facebook

Yeah, I think mine is honestly kind of similar to that. I think they have posters all over the walls that work at Facebook. And there's one that I really liked that what would you do if you weren't afraid? And I think especially as a senior for me, like, I had probably five final round interviews and got rejected from every single one of them before I got Facebook. And I think had I've been operating from a place of fear I might not have put in my resume at Facebook or I might have second guessed wanting to go into a media job. And I think you know, throughout your career, even your life, you're going to be faced with setbacks and challenges but you always have to operate. I think from a place of optimism and believing in yourself and proceeding with the harder path if you know ultimately that it's what's right for you.

1:00:05 Dew Neisser, Renegade

I'll jump in, I'd say, there are two things that I wish I did earlier. I wish I wrote more earlier on, because you really don't understand until you write it down. And even if you're just new in the industry, just writing stuff down. And then number two would be asked the question more often, how can I help you to everybody I run into, which is what I do now. And it's kind of a great thing.

1:00:35 Detavio Samuels, REVOLT MEDIA & TV

I love that one for Drew, the last one, I definitely do that as well. My two quick ones are take risk, especially while you're young, gets much more difficult to do when you're married, and you've got kids and all of those things. So now's the time to take your shot. So maybe that big job at the investment bank is not what you want, right? It's the time to not be afraid and jump out there and see what you can do.

And then the second one is just learning that goals only serve me to be directionally accurate, right? The you, you just don't know what you're going to be or what you're supposed to be or what you want to do. It's the thing you have to learn as you go through life. So goals just give me direction. If you say you want to be a millionaire by 30 versus a millionaire by 50, you make very different decisions, right?

So goals kind of give me direction and timing. But outside of that, my job is just to stay as open as possible, so that I can see the things that come across my path that set my soul on fire, or excite me

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because you know, you never know at 21 who you're supposed to be at 60. So I shouldn't even pretend I stopped pretending A long time ago. Those are my two.

1:01:41 Cassie Goldring, Conde Nast

I can say mine quickly, I think you guys all sort of touched on this mine is definitely like, everything happens for a reason. You know, I worked for a startup that ended up going under and I was unemployed for a period of time, which was terrifying, especially as a Duke student. Um, and you know, I interviewed similar to Sam and I thought that you know, this is my dream job, I'm gonna get it I got to the final round didn't get it ended up at The New York Times, which changed my life and the trajectory of what I wanted to do.

So you know, in hindsight, and and this is like, so cheesy, but you always realize why things happened. And to Bette Ann's point, like when one door closes, another one opens. I think the other one would be is like not being afraid to speak up for yourself and to, I think like, I'll constantly remind yourself that the worst thing that can happen is someone says no, if you have a really creative idea, say it because I think sometimes you in your head, you're like, this is not a good idea. And then you realize, as you're starting to say it that no one else in the room thought of it. So just take risks. And if it's not good, then you'll find out but you might as well try.

1:02:53 Timi Lewis, Lewis Media Group

I'm glad that we're recording this because this is all great advice. And I can't like write quickly enough, A and B my penmanship is terrible, because we all type. But my contributions would be actually sort of follow this advice, you know, shortly after I graduated from Duke is not to overthink things.

And it's sort of funny how things come full circle because I'm reminding myself that it's also good at this juncture in my career, to not overthink things, you know, I wanted to I was pre-med in college, you know, I was going to be a cardiovascular surgeon, it was all mapped out. And I realized how much I really disliked certain classes, like, you know, there's no pain without gain. And it's not just about the destination of the journey and being pre-med mattered.

And I didn't like the journey and do was expensive. And I decided I'm only taking classes I wanted. And in that way I was already breaking the mold of not always being so prescriptive of what I was doing, like sort of taking an opportunity, being a little opportunistic, essentially, not knowing how it's all going to pan out, but recognizing that you're following your interests. But one piece of advice I would give to my younger self is you know, I sort of been a generalist, sort of my career kind of called for being a generalist, but I think at some point, it's good to commit and, and really get that expertise so that you can be known for something so that you can go deeper so that you can be the go-to person who is so indispensable.

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And you know, part of that is they call it finding a niche, following your passion, whatever you call it, just recognize that for all of your many interests, you know, you really want to have some hardcore skills. So I love all the advice that people are giving about, you know, taking courses and you know, getting a stronger relationship with data and how you can actually extract insights from data and not just sort of read, you know, spreadsheets or financial statements but really being able to act on that because you were able to discern so those would be my two bits is that you know, don't be so formulaic kind of be a little transactional and follow things but also recognize that over time, expertise is what people pay a premium for.

1:04:53 Ashley Harding, The New York Times

I can add one quick thing I agree with everything that everyone said I was pre-med at Duke had no business being pre-med. So make sure you take the time to look into what your passion is, and follow it take the risk. But also, once you land, in different places, be very intentional and strategic about the work that you do. Ask yourself kind of every day, am I every month, every quarter? Am I doing cool things to add to my resume, I was able to kind of move around between various types of marketing, even industries, because I was I was picked consistently picking up skills that in strategy, data and analytics, creative strategy, that kind of thing.

So if you're intentional, and can always ask the question, how can I help, no matter where you are, and you're building your resume, you can talk your way into another role at a different place. Because you've got the thinking and the skill set there.

1:05:52 Ashley Alman, Netflix

I would say that, you know, just like when we're marketing a series or a product, we're thinking about how we can position it as completely different and better than the rest, you should be doing the same when you're thinking about how to market yourself as a candidate for a job. Your unique background identity, work experience are going to be huge assets. So when you're saying while you're qualified or thinking about your resume, don't try to present yourself as fitting in a box or you know, checking the list, but rather, how will your unique perspective, your unique background, actually be a really valuable asset to those who are looking to hire you.

1:06:32 Emma Tregellas '21

All that advice, everything, all your answers were incredible. Everyone, please stay safe, healthy, happy. And thank you again to all our panelists.

Outro: Dave Karger

Transcript

That's it for this episode of DEMAN Live. I'm DAVE KARGER, DEMAN is a signature program of Duke Arts and Duke Alumni Engagement and Development. Follow DEMAN on social and stay updated at Duke DEMAN, that's d e m. a n.com, where you can find our full archive of episodes. Thanks so much for joining us. See you next time.

This episode was produced by me Lilly Clark in collaboration with Hear at Duke, Duke's student run podcast hub. Our theme song is Carolina by Cameron Tompkins.