

Behind the Recurring: Getting and Keeping a Job in Marketing and Advertising with Mindy Worel from Inside Job Agency

SPEAKERS

Mindy Worel, Lara Schmoisman

Lara Schmoisman

This is Coffee N° 5, I'm your host, Lara Schmoisman. Many years ago, I really, really needed to get a job, I didn't know where to start, I always got my jobs from referral to referral. And a friend, or someone I know, told me why you don't talk to this woman. She works in Asia in the world. And she's a reporter. And I say, Great, that will be amazing. And my background in the industry was jumping to jumping from different things. And I always was that girl who can do it all. So they keep moving me one year was doing PR the other year, I was a soap opera producer, then I was an entertainment producer. And I always was jumping in the industry. And then I fell in love with digital. So I was working in digital. So I put all the things together, like 10 years of experience in one paper, and I say, this is my experience. And she said, You better stay at home and take care of your kids. You're gonna make less money than a nanny, you shouldn't be working that day, I came back home and I cried, I never cried for a job. But that situation made me cry. I was a 30 something years old woman with a lot of years except experience. But I didn't qualify to a job because I didn't have that job one year with an extra next all my experience was nothing. So the years passed. And today I'm the CEO of a marketing agency. And I learned that I will never hire her as a recruiter, but I was on LinkedIn. And we met this woman and I have the honor of having here today Mindy Worel, and she... Did I pronounce it well, Mindy?

Mindy Worel

Yes, Worel. That's correct.

Lara Schmoisman

Okay. So welcome to Coffee N° 5. I'm so happy to be here with you and to blow up some myths in this industry. Because I love what you have to say and all the things that I had to approach and say I want you to be a guest in Coffee N° 5. So

Mindy Worel

Yes, no, thank you so much for having me. And I'm hopefully I can redeem recruiters for you, I'm sorry that you have that awful experience, transparency, and honesty and recruiting is absolutely important. But what may be even more important is helping people find their journey, their route to where they want to go. People don't have to fit in boxes. And in my experience, some of the best people in marketing and advertising don't fit in boxes and have gone and hit the the industry and rolls from

multiple directions. Because unfortunately, one of our big problems in this industry is you get to know this little tiny corner of your world. They're like, Oh, you're that? There you go. And then a couple years later, they'll be like, Oh, you know... really your insight is not that big. Your big picture thinking really isn't there? And you're like, yes, no, you put me in that corner, and I stayed in it. And now you're going to ding me for.

Lara Schmoisman

And I think the only reason I was able to have today this agency is because I've been there. And I've been done that I've made mistakes and agro in each position, and I learn a lot and to teach this ecosystem that I believe that we cannot do Facebook or Instagram or decide, oh, we're gonna do chest TV. Right now it's an ecosystem and everything is talking to each other.

Mindy Worel

Absolutely. And the understanding of that, no matter how big or small your ecosystem is, when you have leadership that can do you know, the blue sky, the big picture thinking and it can say, Oh, this is how we need to bring things together, at least I'm aware that we do need to bring things together to make it work as a solid brand voice is a solid experience across all these platforms. I mean, that's when you really get your magic going on, right? When you're like, Hey, I get it, and I can help get you there. But again, if you've been stuck in one corner this whole time, and all of a sudden decide you're going to take this on, you may have quite a few gaps and really unhappy employees and staff because the leadership doesn't have the experience needed to guide people in that direction.

Lara Schmoisman

before recording the show to the we were talking about the importance of the tribe or the culture that we create in the company that when I create my company ideas about force, I first created a culture of what I want that and then I want and find people,

Mindy Worel

I would argue that you did that the right way. Because that is the biggest problem. Everybody says to you, I'm not happy in my job. And when you see...you dig in, you're like, Oh, great. What are you not happy about? And it's usually the culture, right? They don't feel valued. They don't feel supported. They don't have the right tools or enough time, it all ties back culture. So I think you started in the exact right place, because then you can say to people, hey, this is what's going on over here. This is how we operate. This is how we work in the kind of relationship I want to have with you. And then people need to stop and think Oh, is that a matching relationship for me? Does this culture meet my emotional needs? Because these are absolutely you know, jobs. Just don't satisfy wallets and bacon. Count, first they have to satisfy your emotional and your creative needs, then the rest of it can come into play.

Lara Schmoisman

Absolutely. And is the same thing about growing in a company. Many people believe that the fact that you grow in the company and you get the coordinator position, or the director position, and VP or whatever it is, is that you become more of the boss, and the boss is not a leader necessarily. And I'm completely against that, because I feel like when you grow in a company, you grow with responsibilities, not only the responsibility that you have more work to report, or you have people reporting to you, it's

your responsibility to mentor others, because you grew enough to reach that point, and grow and get the new positions. So your responsibility is to mentor others that one day they gotta grow like you.

Mindy Worel

Absolutely. Our industry does not have management tracks, it doesn't have management training. And, you know, unfortunately, what most of us have to do is maybe take some training courses, read some books, but most importantly, a lack a mentor. And if you can build that into the system, if you can build a culture of that, you know, that's when you're really winning, right? Because people will stay because they are able to keep growing and learning new things, they're going to be stimulated. But if we aren't fostering that culture within these organizations, if we if there's no route to management, training, no mentorship, what you get is somebody who moves every year because they interpret that as growth because they have no other markers that

Lara Schmoisman

you were saying before, and they love what you're saying about growth. And that process is something not only that takes time, I mean, you cannot become a junior to a director in six months, it wouldn't make sense because you can not grow so much in six months, you need to gain the experience of making mistakes, have the experience also have have wins, because that's what makes you grow.

Mindy Worel

And just experiencing the full lifecycle of something right? The full lifecycle of a project or brand how things go over one year with a client or types of projects, if you don't have an own vatic variance, what are you going to build on,

Lara Schmoisman

we have the same issue with our clients are not huge, but we have some of our clients who have the same problem they want to see results in three months is... come on, just there there, we got the house in order, now we're going to be able to start working, it takes time, it's like moving to a house, you cannot move all the furniture in the box to say I'm done you need to unpack you need to put things in place is the same when you start the job. I mean, you need to become part of that culture.

Mindy Worel

And where you want the things in your house may change from week to week. And that's okay, too. But you need to first get in there and learn you know, what feels good, what doesn't what fit, you know, where you may really be bringing it and where you might need some support and more experience. And again, this takes time. And who knows, I would say more like 15 to 20 years ago in marketing and advertising, you would see a little bit more of a format where it's like no, you don't move up every year. It's it's more like two to three years. And even though there still wasn't necessarily more preening from management or for your increased responsibilities, you at least got to sit in it further. And just by living it build onto your experience. And now everybody's trying to jump every single gear. And what they don't understand is that you know, yes, if you would like a monetary reward, because you really are putting in some good work you're delivering fantastic ask for that. But there's a huge difference between promotion and a pay increase for work. And you need to decide what what you're going for. And why it because promotion means usually more responsibility while still being an individual contributor, and not

just more money. So what is it that you want out of it, is it more money or you going for leadership?
Two different conversations

Lara Schmoisman

The thing is, like, there's certain things that I do super fast, and not because I'm necessarily great at it. I just been doing it for so long that they became fast. And that's what experience gives you. Another thing that I want to take in consideration here is about loyalty. I mean, I feel like we're losing that feeling of feeling loyal because we need to jump to grow.

Mindy Worel

Oh, I feel like there's two big issues with loyalty right now. A. is the jumping, right? That got to have that promotion mindset. And then there is starting to be you know, fortunately over the last year, and with the more remote that companies are going there's this dissociation right? If you're not in the workplace, physically, if you're not seeing your people on a daily basis, really keeping these interactions going. It starts to feel like you can swap one job out for another and that it's very, you know, it's very replaceable and what's good going on is that again, the infrastructure isn't there for supporting people's experience and growth. Because if that's there, if people feel like they are getting that value in that investment, then the loyalty come,

Lara Schmoisman

we're talking about here, what the employer can do to benefit to help the employee or the team member, what can the team member do to be part of that culture and help grow that culture?

Mindy Worel

I think they need to be really aware, and this is a tough one, really aware of what they want, like what drives them what they need in this role, and you know, what's going to satisfy them to stay around and to keep moving up and be able to have those honest conversations. Because if everybody's just guessing, or sitting in their own corner with this idea in their head, what this is supposed to be, but nobody's actually sitting down and saying, This is what I need, this is what I want. This is where I think I'm going, can you help me get there, then everybody just ends up resenting each other, right? Because you've had these conversations by yourself in a vacuum. So being clear on what you want, being able to communicate that and of course, being open to someone with more experience coming back to you and saying, Alright, we're starting to talk about where you want to go. And I see that but here's some things that you haven't thought about, that I could help you with, and check out this over here. But still, it's you have to open up that conversation, and be very clear on who you are and what you want. And that can change, it will change. It may change every year for the conversation has to be going on it has to be an open exchange.

Lara Schmoisman

Absolutely. Actually, today, I was late as always writing my newsletter, I need to come out tomorrow, and they were driving me crazy. But you know, when this duration comes iteration time, you cannot do it before that. And one of the things that I will thinking about today was that this industry changed so much within the digital world, and everyone has access to the digital world and they have access to the tools, it doesn't mean that they have access to the knowledge. So everyone thinks that they can be part

of the digital world. And we're growing, a growing company. So we have a lot of people who are interested in working with us, and we receive a resume. The people told me I know how to use it. And yeah, everyone can use Instagram in their phone or Facebook, but they understand the basics of social media and how it works. And this is a question that even it's pretty good and filters resumes, but sometimes they're infiltration so people who know how to talk really well the way out but at some point when they get to my coordinators or to me and the tough questions come in, not pull it off. And I always say don't burn the bridge

Mindy Worel

Yeah, no honesty, honesty about your experience is important. And you can be aspirational, right, you can be aspirational in your resume, you can be aspirational, LinkedIn, it is totally fine to walk up to a place and say hey, I really think I have got a talent and a burning interest for this but here's where I'm at. I understand that I can go further here's where I'm at. And yeah, when you walk in claiming to have things that you can't back up you more than likely aren't getting a second round

Lara Schmoisman

it's the same as people say I speak fluent English, but they don't. Or you speak fluent Spanish? You don't.

Mindy Worel

I do not speak fluent Spanish just for the record. I do have a lovely Chilean husband and I speak I would say the equivalent of a two to three year olds level of Spanish in present tense

Lara Schmoisman

Oh, well that's

Mindy Worel

but a...

Lara Schmoisman

that's it. That's good. Well, it was something unique in Spanish later but

Mindy Worel

Oh fantastic. That'll be perfect.

Lara Schmoisman

Oh, you know, I have a focus in Spanish too. So we can do one

Mindy Worel

I checked it out

Lara Schmoisman

In español, oh, you did

Mindy Worel

there's not enough content in Spanish there's not enough textbooks there's not enough content there's just there's not enough I this is a market that i i'd like to check out on the usual because of course my husband is a later in life English speaker and his father is a professor and arranger and often has to take teaches at the Conservatory level in in Santiago, Chile, but he has to take these books in English, firstly from you know, places and translate them into English because that's the urge to Spanish from English Spanish because that's the only way it's happening.

Lara Schmoisman

Yeah, I agree with you. And we're doing something about it. It's, it's coming out it's coming out. But anyway, I before I let you go, this is a very tempting industry. A lot of people are fascinated with the marketing industry, advertising industry, madman and all those fun things. It's a lot of work, but it's still exist. If you want to be part of this industry. What would be the next steps for someone to start? What do you recommend how to build a resume how to start contacting

Mindy Worel

now before advertising and marketing is huge, right? This is this umbrella label that literally speaks to 1000s of different types of jobs. So there's a couple ways you can go about it that you might want to, you know, start surfing around, you can do award winning lists best of, but you need to figure out what type or a few different types of advertising and marketing start narrowing that down as to what you think could appeal to you where you think you could work. And then I would recommend starting to make friends with some people who could possibly be mentors, but really following some people on LinkedIn, you know, the creative director at Saatchi, the you know, head of strategy over Kashmir, you know, these a place that's perhaps doing specifically experiential, or digital or social, but get in on LinkedIn, find and identify a couple of people that you're like, Oh, I think I like what these people are doing, what space they're in, start commenting on what it is they are generating, right. So this is not about you, this is about that. Because really, you're trying to figure out what they do start forming these relationships, then show up in their inbox in a DM and say, Hey, I'm really fascinated about what you're doing, I enjoyed that post that piece of work that you shared, I would like to hear about a day in the life of as I am crying to determine what my next move should be. And you should basically interview get that info on a day in the life of as many people as you think could be a possible fitting vertical within advertising marketing for you, because the other alternative is just going in there and try it out jobs, which could be extremely frustrating.

Lara Schmoisman

And it's hard to get the job too, I mean, you're not gonna get it that easily. And something that I learned is that you don't go to network when you need something, you need to work all your life,

Mindy Worel

you network every day, you don't know. We're going to work for 40 years, you don't know when that relationship is going to come into play. So water every day. But if you can figure out what verticals can work with your lifestyle, your personal goal, like getting a job in this industry, in a sector that that works for you, right, this is not just you working for someone, something that works for you, that is the hardest decision. But the most important decision you can make, you have to figure out who you are and where

you can possibly belong in this space, then you can start going after these categories in a very intentional manner. And you will get a much higher return rate because you're going after people and you're saying, Hey, I did my homework. I am here for a reason.

Lara Schmoisman

But also understand that your first job is not going to be as a director,

Mindy Worel

Oh, goodness, no, no, no. Nor do you want it to be the journey is reeling, and you need that room to make mistakes, you're going to want to learn from the people who are more senior than you. It's part of the joy. So don't skip the step.

Lara Schmoisman

Yeah. And you can't run from before you walk

Mindy Worel

you'll just stand up skin in your face.

Lara Schmoisman

And sometimes just walking, you can enjoy a lot more of seen what is around you that when you're running,

Mindy Worel

I would like to see a lot of people take the pressure off of themselves with this whole promotion thing and get into that enjoyment. Like, why am I here, which should be coming together with other people that make something greater than I can on my own? I think that most of us are few in marketing and advertising. And you know, let's let's have that be the focus.

Lara Schmoisman

Also, once you find the job, and you find someone you have respect, put your ego aside and just say, Listen, I really respect you. And I think I can learn from you. And I would love for you to take that person in the other side would probably appreciate you and we'll make an extra effort.

Mindy Worel

People love to help you can actually really hit people's endorphin buttons, which is a nice thing to do by saying, hey, I want to learn from you. I don't know what I don't know. But you know, some cool stuff. I'd like to learn about it. And if you've got hope you want to hear from me. Yes. It's an easy thing for people to help you. It's an easy thing for people to do. And it's so valuable to us. So go ahead and hit those endorphin buttons and say, Hey, what do you got?

Lara Schmoisman

Yeah, there's no shame in asking for help or asking for mentorship. We are The Darl we have one saying that the only mistake people can really make is not asking questions,

Mindy Worel

assuming will bite us on butt for sure. Always, always, always ask. And if you just say to people, hey, I need some help. People love helping again, you are hitting that endorphin button.

Lara Schmoisman

You'll be surprised. I mean, I think people are afraid to ask for help because they're afraid that people will say no, I like my mother will say you already have a no, if you don't have.

Mindy Worel

Yes, I have a good friend who says don't count yourself out.

Lara Schmoisman

I love that. Thank you so much, Mindy, it was such a pleasure to have coffee with you. And I'm gonna keep following you and commenting on LinkedIn because I always think that we have amazing content and you have a voice out there, which is really, really important to just say what you think.

Mindy Worel

Thank you, Lara, I'm excited to see more of hear more of your content as well. And what's next for you and The Darl Agency.

Lara Schmoisman

Thank you for joining us. If you like the show, remember to leave a review. I will really appreciate it. If you want to know more about marketing and and myself, follow me on Instagram. My handle is Lara Schmoisman. Was so good to have you here today. See you next time. catch you on the flip side. Ciao ciao.