

SJ Wyatt

Mnookin Two-Pager

 Short-Term Career Goals	 Long-Term Career Goals
Title: Strategist, Insights, Marketing Manager, Marketing Strategist, Senior Marketing Planner, Marketing Strategy & Operations, Consultant, Marketing Consultant, Strategy Consultant Role: Creating high-level strategy for marketing projects and delivering workshops and programs internally and externally. Day-to-day includes: - Creation and optimization of processes - Providing training and workshops to internal and external groups on strategy and steps to create outcome - Creating and delivering strategic deliverables such as Brand positioning, value proposition, creative core ideas, market research, devising creative briefs for internal creative teams - Ideal to manage 1-3 direct reports and internal teams, although not critical as most Strategy roles are IC - Driving internal initiatives for DE&I/Culture projects. Types of companies: 1. Brand-known companies, industry leaders B2C product/services - Example Tech brands: Spotify, Visa, Uber, Amazon, Google - Example Fashion brands: Patagonia, Chanel, Tommy Hilfiger, Amazon, Google 2. Brand-known B2B agencies	Head of Department (Strategy, Marketing or Insights) managing direct reports and leading wider team and department Find a 'home' at a company that supports learning and development, growth-mindset driven to enable progress for long-term success Personal long term goal: Develop coaching practice, bridging the gap between corporate environment, mental health in the workplace and subconscious reprogramming

Industries: Business services, B2C Consumer Brands, FMCG, Wellness and Health, Fashion/Clothing, Coaching - Do not want to enter Pharma Location: NYC HQ and remote options Company size: 500+ corporate company Certified and running business: NLP and subconscious rewiring courses, full social execution and paying clients Salary \$110 - \$145K	
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 Must-HAVES	 Must-NOTS
Progressive, purpose-driven company with a product/service offering a meaningful benefit and making lives easier/better E.g. Uber Diverse leadership that strives to create a healthy, relaxed and non-corporate workplace Autonomy Being able to lead and ‘make my mark’ on projects/campaigns/clients Great relationship with manager and upper management go to bat for me, pushing for promotions and supporting extra curriculars (certifications, trainings and interests) Looks after employees well compensated and perk-heavy	Top-down dictation without acknowledgment of bottoms-up insights Required to be on-site or heavy travel included within the role “Always on” mentality that requires having to be on alert and working outside 9-5 Lack of diversity in leadership and team Gossip-heavy culture and socially acceptable toxic/unhealthy environments Team of 1 work best within a team

Respectful, diverse culture and ambitious colleagues good energy/environment that I can learn from and build Work-life balance and flexible schedule to enable out of work, time-intensive interests (competitive weightlifting & coaching business) Remote or light hybrid work not forced to go into the office, meaning I can work remotely Support in a mentor (for guidance) and a sponsor (as career advancement advocate - could be external advice) Encouragement for out-of-work activities certifications, training, leadership, building businesses/side hustles etc	
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 I LOVE...	 I HATE...
Supporting, teaching and empowering team members/corporate community giving them the skills to act on, create growth, remove ambiguity and maximize project efficiency and quality. This could be direct report mentoring or workshops with colleagues or clients. - Preference of being the 'knowledge leader' and teaching others/walking them through a process through to completion Building and optimizing processes: Unpack complex operations to create lightweight frameworks that protect and accelerate quality	Not having a voice or listened to when trying to improve processes, culture or campaigns Lack of learning and support for personal growth Poor planning/Having to deal with avoidable urgencies due to lack of management and constant firefighting without a strategy Targets and pressure to perform that are out of control sales targets, social media engagement etc

work Building relationships, solving problems and delivering “aha” moments for clients/projects understanding of why something is the way it is/operates, and how to make things better/easier/more efficient for everyday life Make data-informed decisions balance quantitative, qualitative, and intuitive insights to set priorities Perk-heavy and focus on small wins: keep morale high through and consistent value delivery; with what feels like genuine care for employee welfare	“We’re a family” business mentality
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 Superpowers	 Growth Areas
Building an environment of community and empowerment for my team/teams I am in, so they feel heard and cared for while executing projects/tasks Relationship Building good as fostering connection and building rapport and trust with others quickly and effectively Synthizing complex/boring items into understandable and digestible outcomes from insights and strategy through to execution Develop or optimize processes to make people	Sometimes reluctant to open up about struggles, not wanting to burden someone else with my issues Lacking confidence/self trust One-project-at a time >Multi-tasking

more productive/life easier in their work	
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