

FEATURED EMPLOYEE
GBR



Kelly

VP, Media

15+

years with us

7+

different titles

47

different hats

My first introduction to digital media

was when I started as a media coordinator in 2009. We were in startup mode at that point so I was able to wear a lot of different hats and learn a huge amount about media buying, fintech and operations.

After several years of strong growth it was time to build out a formal Sales Team and I was excited at the prospect of starting something new so I transitioned into a Sales Account Director role for several years working to grow our national advertisers. This role provided a fresh new perspective and opportunity to work on large cross functional projects in order to make an impact on the business.

Several years ago an opportunity became available to move back to the Media Team in a leadership role to manage and grow our media buying function. I transitioned from an independent contributor to a manager role and have been working to lead the Media Team in pursuing new media opportunities, developing new channels and growing our revenue capabilities. My team now manages over \$80 Million in paid media annually across multiple financial verticals.

“We were in startup mode at that point”


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Growing

Oftentimes people pursue new jobs externally as a means to grow their skill set or to earn more money. I have had ample opportunity to do both while remaining part of the same team over the last 15 years. In addition to gaining a variety of functional career experience, I've also been able to gain a deep understanding of our business which has added valuable perspective when it comes to things like strategic planning and forecasting for growth. Continuous learning and our amazing team are what keep me excited to come to work everyday.



Failing

I've failed a lot! I think the most important thing is failing quickly and learning from the experience so you can do better next time. Honest and open communication when something goes wrong is important to build trust with peers and leadership. Maturity and ownership of any mistakes and a rational, objective approach to evaluating what went wrong so that you can build a better plan in the future are all key aspects of leveraging failure to the best possible outcome. No one is perfect but everyone can improve.



Developing over time

GBR draws inspiration from The Four Agreements and while I've learned a variety of hard skills during my tenure here I think the most impactful skills are the soft skills I've developed like developing discipline to always do your best work and not taking things personally. This organization values sharing and receiving of feedback so learning how to internalize constructive feedback and put it into practice to improve my results has been something I continue to develop each year. I have had lots of career coaching and mentorship which has helped me to understand the importance of a positive mindset as well as setting personal and professional goals.

Adapting to Change

There have been so many big changes since I started working here. Early on, big change made me nervous or stressed but one good thing about having been here for a long time is that you learn how cyclical most change is and learn to adapt and embrace it rather than resist or fear it. I understand now that a lot of opportunity is born out of change.

