

## Jane Olson – Point of Pride Transcript

[00:00:00] **Jane:** I was originally hired as an associate digital experience strategist to work on the Caterpillar account. Little did I know within a month, if you subtract the winter holiday, I was asked if I would be willing to work on a newly acquired Cisco account in a marketing automation capacity. Rarely backing down from a work-related challenge, I said yes, and my path at Simantel took an immediate left turn.

[00:00:33] **Misty:** Hey there friends. Thanks so much for checking out our Point of Pride series. In celebration of our 40ish anniversary, Simantelites are sharing stories about the work they're most proud of that made a difference for Simantel, the client and perhaps most importantly, themselves. I'm excited to share this story with you from a relatively new Simantelite that has quickly made her mark on the agency and has done an amazing job taking the reins to set up and manage a new account.

[00:00:58] The client absolutely loves her and she's an important part of their team. I'm talking about Marketing Automation Consultant Jane Olson. Have a listen as Jane shares her journey as her Simantel point of pride.

[00:01:17] **Jane:** My point of pride at Simantel is managing the marketing automation platform for Cisco's global instance. My name is Jane Olson and I've been with Simantel since December 2020. When I was first asked if I wanted to work on the Cisco account, my initial thought was "well, if Abby, our vice president, was asking, then I can't let her down".

[00:01:36] She seemed to be in my corner from the very get go, and I love a good challenge and the opportunity to learn. I just hoped my strategy teammates wouldn't hold jumping shift after about one month against me. They didn't. After I had a chance to digest the decision to take this new path, I recognized my work background proved that I had the knowledge to take on such a task.

[00:01:57] But as a newbie at Simantel, that brought on a severe case of imposter syndrome. My ultimate goal has been to not let myself down or those who believe in me down. As I started to get integrated into the account, the list of needs became obvious. I needed to learn and get certified and become very proficient in Eloqua.

[00:02:17] And I needed to document what I was learning, so there would be reference materials and organize the account so future team members wouldn't have as difficult of a time getting onboarded as I did. As I started to dig into the account, I set up OneNotes for all of Cisco's account level information and the systems they use.

[00:02:35] I created a SharePoint specifically for all the work done in Eloqua, so team members would have all the access to materials they needed. I developed a tracking sheet in Excel for different asset types, so we could easily see a summary of changes in the dates they were made. I also onboarded Jira as our project management system for our team members.

[00:02:56] Thankfully, the client let me know early on that she likes to go by the saying of "nobody has ever died because of marketing". In addition, she wanted me to feel like I was a Cisco employee and that she isn't an all-knowing client, but a collaborative coworker. This allowed me to work feeling more relaxed since I didn't have the mindset of needing to be perfect.

[00:03:16] It seemed like an excellent fit for my working environment because I don't thrive with micromanaging or unrealistic expectations. But of course, there were still roadblocks. Aside from starting a new job during a pandemic and working fully remote, the size of my team decreased from the heavily populated Cat pool to a tiny Cisco waiting pool.

[00:03:35] It was difficult to get up to speed with the account, in general. There was no documentation for standard operating procedures or reference materials. The contractor who managed the account before Simantel left before I had full access to Cisco Systems, which meant I didn't have a chance to figure out what I didn't know before I no longer had access to their knowledge.

[00:03:56] There were many tasks I couldn't take off the client's plate, like I should have been able to, because there was a delay in getting my Cisco laptop. That also slowed down my opportunities to learn. Despite the challenges, it's been a memorable experience. It's been gratifying to accomplish all that we have with such a small team and with few dedicated resources.

[00:04:18] The encouragement from those around me has been amazing. Abby's faith in me and knowing my strategy team members wish they could have kept me but still support me as I journey down this marketing automation path means a lot, and I've never felt appreciated quite this much by a client in my entire career.

[00:04:34] I've been able to take additional execution responsibilities off her plates so she can focus on strategy and planning. It's going so well that our working relationship was used as an example and presented to other management level employees within Cisco as a model for how to work efficiently and successfully with contract workers.

[00:04:52] Cisco even requested additional resources because Simantel higher up said it would be illegal to clone me. That resulted in increased Cisco budgets, and we've also had the opportunity to work with Cisco's partner team. After 16 years at my previous job, I hoped I could find a company where the grass really was greener on the other side and check all of my boxes.

[00:05:15] Those boxes include: a support system of talented, knowledgeable coworkers, them presenting me with new challenges and also allowing for the continued growth and learning opportunities. It brings a smile to my face after one month of working for Simantel, somehow they had enough confidence in my potential to present the Cisco account in front of me.

[00:05:38] I'm not sure checks could have started adding up in those boxes any quicker, and if you really look at the trickle-down effect in my life, this opportunity with Simantel and Cisco has really put a spotlight on how my parents taught me to have a strong work ethic and pride in the work that I do.

[00:05:59] **Misty:** Thank you. Thank you. Thank you, Jane, for all the hard work you've poured into the Cisco account. We're so fortunate to have you on the Simantel team and we couldn't be happier to check all of those boxes for you.

[00:06:10] If you liked Jane's story and want to hear more, head over to [marketing.sweats.com](http://marketing.sweats.com) and check out our very special season six, where you can hear my full interview with her, and other Simantelites, as they share their point of pride in celebration of our 40ish anniversary.