Chapter 14 Presenting the Product
Career Chatroom Career Profile

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Web, logo, and brochure design

Q What do you do at work?

A My job is to help clients understand what Chakery Design can do for them. I present our product by explaining the set-up details. Then I walk clients through each phase and answer questions. I make sure the client has an enjoyable experience working with our design team. My role continues beyond the first stages by monitoring and overseeing the relationship between the client and my team members. In short, it is my job to make sure each project is successful and every client succeeds.

Q What was your first job in marketing?

A I worked at Nordstrom department store, which is known for its world-class customer service. There, I observed how customer service came before everything else. I decided to market my message and company in a similar way. I want to be known for providing the best customer service and continue to look for ways to do just that.

Q What skills are most important to you?

A Professionalism, communication, and leadership are important skills. Professionalism is how you act, work, and deal with clients. Do not offer less than the best. It's important to invest in your level of communication, whether in written form, by telephone, or in person. How you express yourself speaks volumes about who you are at a business level. For a company to be successful, it must have a good leader who is always available to clients and to staff. A leader has vision, dedication, commitment, and integrity. A good leader pays attention, learns everything about his or her business, and stays on top of new ideas and concepts.

Q What is your key to success?

A The key to my success stems from something I learned from DECA while I was attending high school and acting as chapter president—Keep it Simple. That small phrase is the cornerstone of my achievements. It helped me reach success at every stage of my career.