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Experiential Marketing

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# Informational Interview Reflection

For this project, I interviewed Zane Champie who is a Project Manager at Stoker Creative. I chose this person because he is a family friend of mine who happens to be pursuing the same career that I want to, which is social media management & marketing. Stoker Creative is a marketing agency that works with small / start up companies to help them begin their processes to success.

Something very interesting to me about Zane’s career path is definitely the aspect of his job where he creates and works on proposals for new clients, and manages the company’s social media page, and helps other small companies create their own social media platforms as well. This was very intriguing for me because I wasn’t aware that jobs such as this one existed, let alone that someone I knew was working one every single day. It also amazes me that Zane is able to utilize a lot of the same skills I have learned through JCCC, such as scheduling out content, creating a posting schedule, using different platforms such as hootsuite to help him in his job, and the skills he has learned just from working for this company for 2.5 years.

I could definitely see myself working a job that is very similar to Zane’s, but I want to manage social media platforms for companies that are making a difference in our society, such as a platform for a mental health organization, or something that helps create an impact for people who are just like me. Though Zane has done an excellent job at pointing out all the great aspects of his everyday duties, I feel as though his skills could be used to create a greater difference, and that’s exactly what I want to do.

When Zane joined his company, he was actually interning for them while he was getting his degree in Marketing. After interning for a year, they offered him a full-time job out of college and he has been with them ever since. His best advice to me was to consider reaching out to local marketing agencies in Kansas City to become an intern at, because it’s basically just getting one foot in the door before you’re qualified to even have a beginner’s position. His success as an intern got him a full time job that he enjoys, and gets to showcase all of his marketing skills while doing something that he loves.

To be able to pursue something similar to what Zane is doing, I would have to strengthen my skills in a few areas of expertise. I would have to be comfortable learning new softwares that I’ve never worked with before, such as Adobe Creative Suite. I would also have to learn to be more communicative than any client that I will ever have, because one piece of advice Zane gave me was that the most challenging part of the job is dealing with customers who do not communicate well, so he has had to focus a lot on learning the best communication skills to cater to all of his clientele.

Being able to interview Zane about his current job has made me realize that I want to fully pursue a career in social media. Before finding out that he worked in the social media field, I felt as though I could not be successful focusing my time on the positive things about social media and how successful the field is. Knowing that there are jobs out there that specify the exact skills that I want to excel at has made me feel better prepared for my future endeavors.