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Mr. Ratliff

Interview Questions

Interview I conducted with Cassandra Johnson

1. What college did you graduate from, and what did you study?

Went to SMU and studied public relations. She originally started as a music major.

2. What is the official title of your job?

Assistant Vice President of Business Marketing in Pharmacy.

3. What does a day in your life look like? What responsibilities do you have?

Interact with many different stakeholders, some are sub-teams; brand team, digital team, social media, pr, etc. She also interacts with different parts of the business groups and their day-to-day activities. Through this, Cassandra is able to connect the two worlds.

4. How similar or diverse are your days?

I've found that a very common answer to this question is that comparing day-to-day life in the marketing industry, you'll find in comparison the days are very diverse. There are constantly changing topics, crazy schedules, and constant problems. According to Cassandra, every hour of the day is very different. She could be working on the core initiatives one day and, the next, on a new project.

5. What skills do you feel are particularly important in doing your job?

Writing. Good marketers should be good writers; if you can write well, you can have a lot of opportunities. Cassandra stresses the importance of understanding how to write to different audiences; executive communication and perspective, businesses, promotional, pr, etc. Understand the audience and flex the style of writing to best appeal to them.

6. What specific software and IT devices should I know how to use? (CRM, MS Office, etc.)

She's been in other jobs with tech, but not really at her current employment, Vizient. Cassandra (along with many other professionals) stresses the digital marketing landscape and how it is changing so fast. She said I really have to understand CRM which manages customer contacts. An example of this is Salesforce which tracks customer action from interest to buy, estimates the sales value of contracts. Furthermore, she said it would be beneficial to get certified in basic google analytics, which is something I can do right now.

7. How often do you create and give presentations? Write reports? Give speeches?

Cassandra said she does not give essentially any speeches in her role. Regarding presentations, they occur sometimes, but only in smaller teams. However, she does

create a lot of presentations. This is where she stresses the importance of being proficient in Microsoft Powerpoint and possibly learning some basic video editing.

8. What do you see as the most rewarding parts of your job? What is the most challenging?

Cassandra said the most rewarding part of her job is that she actually gets to help people achieve their business goals. She loves it when something is complicated, and they can help get that message across the organization.

Regarding the most challenging thing; time. She says there is a lot to accomplish and not enough time to do all the things we need to do. Everything is doable and solvable, but time management is very important. Furthermore, it is hard to bring all the right ppl in from different teams to work together towards a common goal.

9. What advice do you have for me or for someone just getting started in this field?

Every company has a different culture; just learn to roll with the punches. Out of college, you have expectations to get a great job, but be patient. She advised that I get agency experience as my first real job as I would get to work with a lot of different things to get ready for the corporate side. Furthermore, any courses I can take around brand strategy, product marketing, pricing strategies would be extremely beneficial.