Brendan Oh

MKTG 440

1/22/25

As I think about the field of marketing, the aspect that interests me the most is e-commerce and digital marketing. I’ve always been fascinated by how online platforms can connect businesses with customers on a global scale. My experience working in e-commerce marketing at Green Earth Recycling in St. Joseph gave me a firsthand look at the impact a well-executed digital strategy can have on a company’s success. At Green Earth, I was responsible for creating high-quality product listings to attract customers and increasing my sell-through rate over time. These tasks not only strengthened my understanding of digital platforms but also sparked my passion for helping businesses create meaningful connections with their audiences.

As I progress in my career, I aim to transition into leadership roles, eventually managing teams and even owning my own marketing firm. When I think about the type of manager I want to be, the words “empathetic” and “strategic” come to mind. I’ve worked under different types of managers, and I’ve seen how impactful a supportive leader can be on a team’s morale and productivity. I want to create an environment where employees feel valued and empowered to take ownership of their work. At the same time, I believe in setting clear goals and holding people accountable to ensure the team’s collective success.

In an organizational setting, I see myself as an employer who prioritizes transparency and collaboration. I believe that open communication is essential to build trust, which is essential for any team to thrive. I’d work to build a culture where employees feel comfortable sharing ideas and feedback. At the same time, I’d focus on aligning the team’s efforts with the company’s long-term vision. My experience at Green Earth taught me the value of setting measurable objectives and using data-driven insights to guide decision-making—skills I would bring to any role.

When it comes to work ethic, I hold myself to high standards and expect the same from others. I believe in leading by example, whether that means staying late to meet a deadline or being the first to tackle a challenging project. At the same time, I recognize the importance of work-life balance and would encourage my team to prioritize their well-being. My goals as a manager include fostering professional growth among my employees, achieving measurable success for the company, and continuously adapting to the ever-changing landscape of digital marketing (Hint of Michigan being a prime example of this).

In terms of how I view my job, I see it as both a responsibility and an opportunity. On one hand, it’s my duty to deliver results for the company and uphold its values. On the other hand, it’s a chance to innovate, learn, and make a meaningful impact. I want to approach my work with curiosity and a commitment to excellence, always seeking new ways to improve and grow. Balancing work and my family/social life is also a priority for me. While I’m deeply passionate about my career, I also understand the importance of being present for those who support me. I’d try to set boundaries that allow me to give my best to both my job and my family. At Green Earth, I learned the importance of time management and prioritization, skills that would help me maintain this balance. My values, such as honesty, respect, and mutual support, would influence how I approach my role as a manager and employer. These values would guide my interactions with employees, clients, and business partners, ensuring that my work aligns with my personal principles.

Ultimately, my personal values—integrity, perseverance, and empathy—are the foundation of everything I do. Whether I’m leading a team, managing a project, or interacting with a customer, I want these values to permeate. My experience in e-commerce marketing has shown me that success is about more than just numbers; it’s about building relationships and creating value. As I continue to grow in my career, I’m committed to staying true to these principles while embracing new challenges and opportunities.