



BREAKING NEWS

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Employee Spotlight #13: Zoe Haugen, Director of Marketing at MOGL

Frederick Daso interviews MOGL's Director of Marketing, Zoe Haugen. Read more about Zoe's career, inspirations, some advice, and more!



Frederick Daso

Founder of f2f.substack.com



Zoe Haugen is MOGL's Director of Marketing.

Haugen's experience includes creating branded content, managing social media and advertising campaigns, crafting messaging and executing outreach to local and national media, leading client accounts, business development, influencer marketing, and event planning. Previously as an Emerge Broward PR committee member and formerly PR Director, Haugen was actively involved in the local South Florida community and leveraged her network to increase sign ups on the MOGL platform.

Prior to joining MOGL, Haugen was a publicist at BoardoomPR in Fort Lauderdale, Florida. Previously, Haugen was a field producer at ABC National News Network based in the Miami Bureau. Haugen has a Bachelor of Science degree in Communications from the University of Florida.

Frederick Daso: What was your journey to becoming a Director of Marketing at MOGL?

Zoe Haugen: My journey began at the University of Florida, where I studied Journalism and Communications with a minor in Political Science. I was a news reporter and producer for the school and local stations. While at U.F., I was a writer and editor at a national newspaper and blog for college students, interned at a T.V. news station in South Florida, and a P.R. firm in Oslo, Norway.

After graduation, I jump-started my career as a T.V. reporter at a Wisconsin news station. I worked with the station on a weekly live show featuring Packers players. Following Wisconsin, I took on an opportunity with ABC National News Network as a field producer based in the Miami Bureau. I covered prominent headlines, including the Parkland School Shooting and the FIU Bridge Collapse.

Interested in exploring new fields in the communications industry, I began my career as a publicist at a public relations agency in Fort Lauderdale. Meanwhile, I served as P.R. Director at a young professionals organization. I also freelanced as talent in commercials and hosted a podcast.

Finally, through a mutual connection with MOGL CEO Ayden Syal, I could transfer my combined skills and experience in the creative space to my current role as Director of Marketing at MOGL. This platform connects college athletes with businesses for name, image, and likeness (NIL) deals. I became the tenth employee at the startup, which was pre-seed then.

Daso: There's a lot of conventional career advice about being a successful Director of Marketing, but are there any unorthodox lessons you've learned through experience or been taught through mentorship that more of your fellow marketers should know?

Haugen: First, this is the advice I gave students when speaking to a U.F. Sports Media class. Think about some of your most proud and successful moments. For me, it would be helping MOGL win SXSW Pitch 2022 after months of hard work preparing the presentation. Then, think about how you were feeling right before that. You were probably pushing your limits to the extent that made you question whether you would be able to succeed or not. Then, think about how great it felt after you got through it. Do that more. When you push yourself beyond what you think you are capable of, that's when you surprise yourself.

Second, "you don't ask, you don't get." I initially heard this from my manager at my internship in Norway, Lise Kristensen, when I asked if my friend could also work there with me. I explained that I feel bad asking for more when they've already given me so much that I am extremely grateful for. She quickly corrected me and told me my friend could also work there with me and that I should never feel bad asking because if you don't ask, you don't get. When I started at the P.R. agency in South Florida, I heard a coworker say, "You don't ask..." and I completed his sentence, "You don't get!" He told me I would fit right in because that was the owner and CEO Julie Talenfeld's motto, and I learned from my time there that it was always her #1 advice.

Daso: What's the toughest project (professionally or personally) that you worked on as a Director of Marketing or in general? What were the most important lessons you learned from that project?

Haugen: The toughest project I've worked on is an influencer campaign for launching new restaurants state-wide in Florida for a client at my previous P.R. firm. The restaurant launched multiple locations, and I facilitated an influx of influencer posts by reaching out on Instagram, sending P.R. packages, and facilitating media nights for the soft launch of each grand opening.

Sales skyrocketed. The restaurant's Instagram followers increased by seven thousand in six months. Later, I achieved a national Bulldog PR Award for Best Use of Influencers on behalf of my company.

The most important lesson I learned from that project was that the power of influence is massive, and I've brought that lesson with me to MOGL, where we empower college athletes to use their influence to make a difference.

Daso: Who are some of the most inspirational people you've worked with during your tech career?

Haugen: My life-long mentor Shawn Haugen is a role model that I look up to for her successful career and network in tech and as a whole. She provides mentorship to young professionals across the U.S. in her role as Product Analysis and Design Director at IHS Markit in NYC, where my now-CEO Ayden Syal worked before MOGL and how I was introduced to the opportunity to be involved in marketing the revolutionary NIL technology.

MOGL Co-Founders Ayden Syal, CEO, and Brandon Wimbush, Chief Athletic Officer and former quarterback at Notre Dame, inspire me daily. I've also worked closely with influential professionals like Sales Director Rodrigo Castro, an early employee and stakeholder in DoorDash, and Brett Wischow, who is Head of Growth at Platform Venture Studio, which provides infrastructure for founders of groundbreaking companies.

Through my network in tech, I have engaged in some of the most interesting conversations with key players in startups like Michael Simon, Product and third employee at Buzzer, and Matthew Hernandez, former Sports Partnerships at Tik Tok and currently Client Partner at Like to Know it.

Daso: How would you define your company's culture, and how does it create an environment where you can do your best work?

Haugen: At MOGL, we are progressive, ambitious, and supportive of each other in a fast-paced environment where everyone's impact counts toward the company's growth. While expanding at an exponential rate, we always take time out of our day to send GIFs in slack channels and have virtual happy hours to unwind. In a remote environment, we have the flexibility and space to concentrate on big picture projects when we need to and the option to engage in meetings when collaboration is necessary. Even so, we often prioritize arranging in-person trips to strategic markets as a team for conventions, events, and team bonding fun!

Daso: What are the most important skills you've had to develop in your job, and what specific projects or assignments did you work to develop each core skill?

Haugen: The most important skills I've had to develop as Director of Marketing at MOGL are creating branded content, managing social media and advertising campaigns, crafting press outreach to local and national media, business development, influencer marketing, and event planning.

I've fine-tuned my social media craft by leading the strategy for game-changing content at MOGL, like the Women's History Month campaign in partnership with SeeHer, an organization for equal gender representation in advertising. One project that developed my public relations skills was gaining media attention when the first black female college lacrosse player NIL deal happened on the MOGL platform. I recently helped amplify MOGL's commentary through T.V. news on the monumental Lamborghini NIL deal. I've learned more about event planning through preparing for conferences and conventions we participate in and sponsor, most recently the NIL Summit in Atlanta this month.

Daso: What's one interesting (non-work related) thing that more people should know about you?

Haugen: Before I aspired to work in communications, I had a passion for modeling, acting, and theatre. I was signed with an agency in South Beach and completed many bookings with fashion catalogs, T.V. shows, and commercials. I also performed in many schools plays over the years!

Daso: What's something you want to accomplish in your career that you haven't yet? What motivates you to get there?

Haugen: Something I want to accomplish in my career that I haven't yet is becoming a Chief Marketing Officer (CMO) at MOGL. It is my dream job to shape a company's marketing strategy fully and to have the ability to make a massive difference in the rise of a brand, especially a brand as powerful as a NIL marketplace, at the peak of the new era. What motivates me is being in a similar position now as Director of Marketing at MOGL and gaining the experience and life lessons required to be qualified to take on the role one day as CMO.

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