

NADIA ZERKA

Personal Leadership Philosophy

As an account director, I work as an internal and external leader. I have a commitment to my clients, first and foremost, to produce quality work. I have a commitment to my team to provide them with the tools they need to produce quality work. My leadership style will change several times during the day, sometimes within the same conversation, to accommodate the needs of my clients and team.

INTERNAL ROLES:

- Managing internal policy and procedures
- Implementing strategies that fit the company's culture
- Preparing content and images for production
- Ensuring all projects are completed in a timely manner

EXTERNAL ROLES:

- Consulting with client on marketing and communication needs
- Advocating for a client's wishes
- Advising best practices
- Presenting ideas or information related to marketing, communications or company-related news

DUAL ROLES:

- Adapting communication style based on personality type
- Applying creative courage to all job functions
- Collaborating with internal and external teams to ensure all client needs are being met

My commitment to my team is providing them with as much time and information as possible to complete the work in a timely manner. My commitment to my clients is to keep them happy with both the work we do and the results of the work.

I am part of a team that needs the right incentives to accomplish their task while also representing a client who wants passion and innovation to deliver a truly special product. To be successful in both roles, I adjust my leadership styles to accomplish the task at hand. I praise the team when they do a good job and I guide them when they aren't giving me the right pieces. I become an extension of the client's team by putting myself in their shoes and thinking critically about the issues at hand. In both cases, ego is left at the door because it's never about me. It's about what's best for the client. Sometimes that means forcing the team to do work they don't want to do and sometimes that means telling a client they can't have four logos for one department (true story).