

# Career Talk

66 Hollywood

THE CAREER DEVELOPMENT NEWSLETTER FROM MCN | OCTOBER 2021

Rasha Karim



**A younger Rasha wanted to go to Hollywood. Today, she's the Managing Director at UM, Cairo.**

**Did you know what you wanted to be when you were younger? Did you have any role models?**

I wanted to move to Hollywood and become an actress. My role model was my grandmother. She was the first Egyptian woman to be given a scholarship abroad by (then) Egypt's King Farouk.



**What got you into this? How did you land here?**

During University, I got more interested in Advertising when I took Mass Communication classes. I started off in Leo Burnett media after graduation (which a year later turned into Starcom).

**What was your first job that got you in this field?**

My first role was Strategic planner in P&G AOR.

**Are there any main milestones that you look back on from when you started working to where you are today? Key moments that made you fall in love with it?**

Firstly, my line manager at that time who gave me the opportunity/challenge to launch ZenithOptimedia operations in Egypt just four years into my career. Secondly, the three people I selected when they were fresh grads to work on the one account we had. They are now MDs in other media agencies. Thirdly, winning best media agency of the year. At that time, it was the first time an office in Egypt won that regional award. Winning Employee of the year at Razorfish in Seattle and so many other great moments in my career. One thing that has been a constant learning is that hard work really pays off no matter what.

**Were there any specific campaigns earlier or here at MCN that you were really proud of?**

When we won the DMT assignment for T-Mobile and the amazing results that came out when we concluded the assignment five years later. Mind-blowing to me at that time.

**Name one fun fact that your MCN colleagues don't know about you?**

I taught "New Media" course for a semester at the Canadian University, parallel to my agency work back in 2009 when "New Media" was basically banner ads.



**If you could look back and speak to a younger executive or your younger self and say two or three things that you need to look out for and that you need to dedicate yourself to, what would you say?**

- Change is the only constant, Embrace it! – Great things never come from comfort zones
- Keep Learning – Knowledge will bring you the opportunity to make a difference
- Look at the bigger picture – Don't silo yourself to your own department or team, even though each individual role plays a vital part in the company, it's only one part of the cog.

**At MCN, have you taken advantage of the training tools?**

I just joined last March and quite excited to register for Coursera. Looking forward!

**Is there anything else that you took advantage of or you would tell people to take advantage of within MCN? Is there anything else that helped you move forward in your career here?**

The MCN Hive is full of different specialists under one roof, so I'd tell people to reach out to anyone - regardless of their agency – if they want to explore different avenues or would like more knowledge about a specific specialty.

**If an old school teacher was going to describe you in one word, what would that be?**

Goal-oriented.

**Who would play you in a movie?**

Kerry Washington.

**Who would your ideal mentor be? If you had any role models when you were younger – anyone from a family member to a teacher to a rock star – and a couple of reasons why.**

Over the past 12 years, I lived and worked in 4 continents and realized that I can learn something from each person I meet. I do not see one single figure that I want to walk in their footsteps or take as a sole mentor. I see this limiting.

**What do you think is more important – experience, qualifications or the right attitude?**

If you have the Right Attitude then you probably have everything you need to succeed.

**What are 3 important skills that you think MCN staff should have today?**

Ownership. Motivation. Teamwork

**If there are specific trainings that you've done and that you think people across MCN should do, can you share these with us?**

A course called Tell it, Jell it, Sell it. – highly recommend.

**How has the industry changed from when you started vs. now?**

Night and Day Difference! From Offline back in 2000 to DMT, AR, VR, Voice Search Optimization!



**Looking forward, what are three trends that you're seeing now?**

Digital Transformation  
Omnichannel marketing  
Artificial Intelligence

**Do you play any instruments?**

I listen to my husband playing guitar. That is all the knowledge I have of any instrument!

**How would you describe your work ethic?**

I would describe myself as being self-motivated, accountable, and goal-oriented.

**What motivates you?**

In terms of work, I get motivated whenever we engage in digitally transforming clients' business and partnering with them in this journey. It is the most exciting area of media now in my view.

**What mistakes have you made and learned from?**

I honestly never looked at mistakes negatively. They were all chances to learn and grow.

**Is there anything you would have done differently and why?**

No, I've been privileged enough to have change knocking at my door every few years and that has helped tremendously with my learning, exposure and diversity.

**Are there any books, business or non-business, that you would recommend that people at MCN should read?**

Faster than Normal by Peter Shankman  
The 5 second Rule by Mel Robbins  
The Power of Habit by Charles Duhigg

