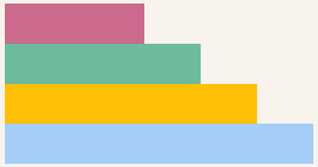
rita/cidre



Press Play on your Marketing Career

By: Rita Cidre

rita/cidre

HELLO,

I’m Rita!

- From San Juan, PR
- Married to Austrian
- Have 2 hilarious kids
- I love marketing


npr


qualtrics XM


TIME


Zillow®


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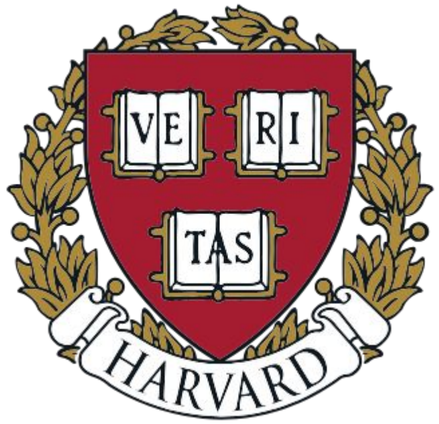

Restream


REAL SIMPLE


SEMRUSH

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GENERAL ASSEMBLY



NEW YORK UNIVERSITY

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UF | UNIVERSITY of FLORIDA

SUNY The State University of New York

MIAMI

This is me!

(NORMALLY)



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This is me in 2016



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- Hair loss
- Impromptu Crying
- Insomnia
- Negativity

I’m a marketing burnout **survivor**





Let’s go back to 2013.



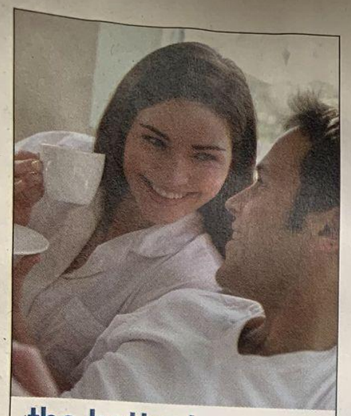
Advertising Production Specialist ROSANA CHANG

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Associate Director, Strategic Planning RACHEL FREED
Senior Marketing Managers
KRISTIN GAUDINO, KAREN NEWLANDS
Marketing Manag[illegible] CHRISTIANSON,
RITA CIDRE, [illegible]EAN KENNEDY
Associate Marketing Manag[illegible] KLINGHOFFER,
[illegible]

VIDEO
Senior Vice President J.R. McCABE

LIFESTYLE GROUP
Senior Vice President and General Manager ALISON FRIED
Senior Vice President, Consumer Marketing CARRIE GOLDIN
Senior Vice President, Group Publisher GREG KEYES
Senior Vice President, Digital KEVIN HEERY
Vice President, Marketing JENNIFER EVANS
Vice President and Deputy General Counsel REBECCA SANHU
Executive Director, Human Resources KATE WEISS

Me!



the hottest couple in town

Coffee and tea aren't all the Cuisinart® Coffee Plus™ can make at the same time. This incredible hot beverage system has two reservoirs you can use separately or simultaneously. One delivers hot coffee into a carafe and the other dispenses hot water instantly for tea, hot cereal or soup. So brew 12 cups of coffee and make tea to serve guests with dessert, or juggle the kids' morning oatmeal and cocoa with your decaf and get out on time. Our Coffee Plus™ Coffeemaker and Hot Water on Demand not only make it fast and easy...it's really hot stuff.



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Associate Research Manager DIANA COTUMACCIO

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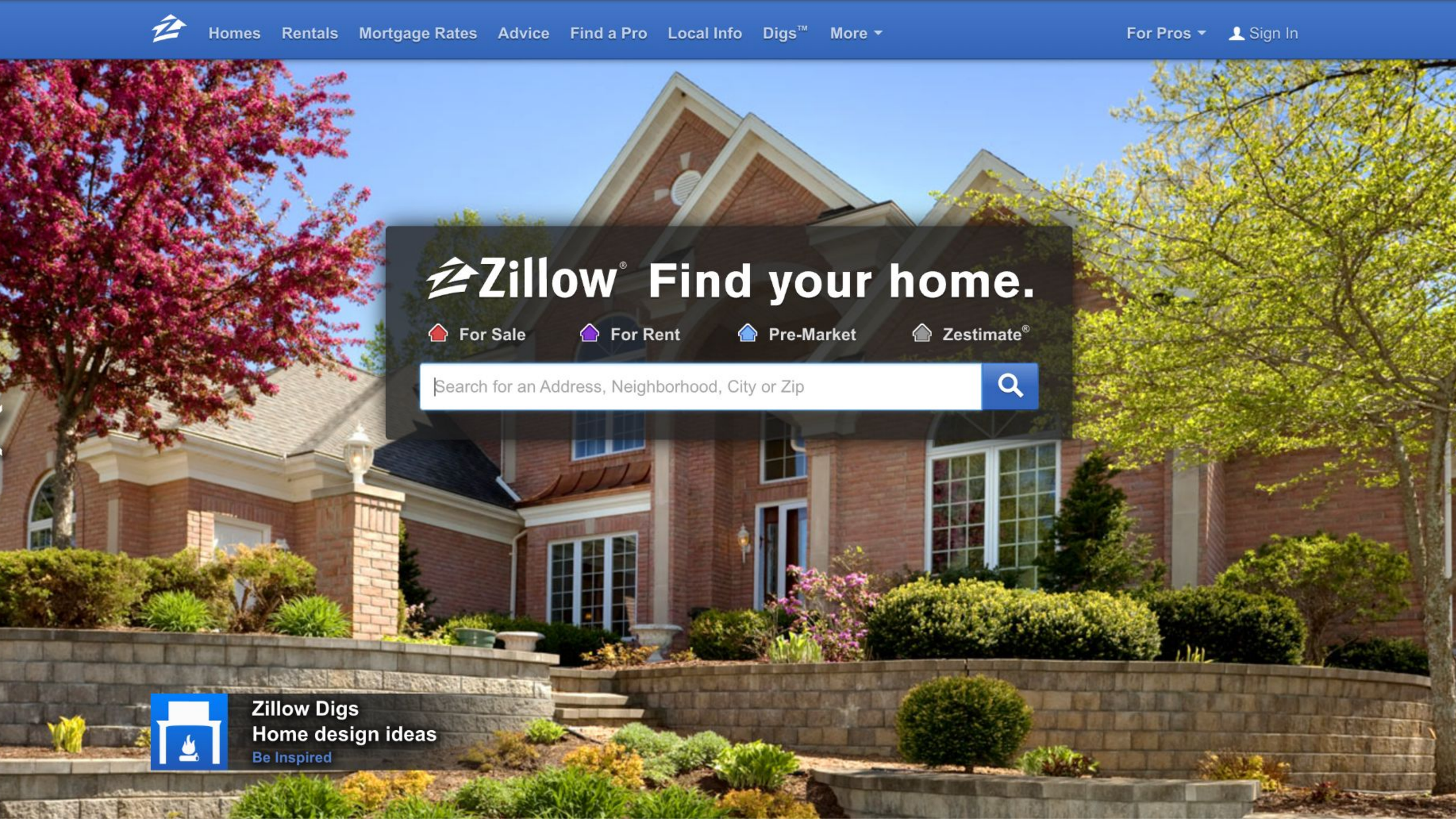
EXECUTIVE VICE PRESIDENTS
TERI EVERETT, MARK FORD, DAVID GEITHNER, GREG GIANGRANDE, TODD LARSEN, EVELYN WEBSTER


it's not that far
really



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I moved
to Seattle.


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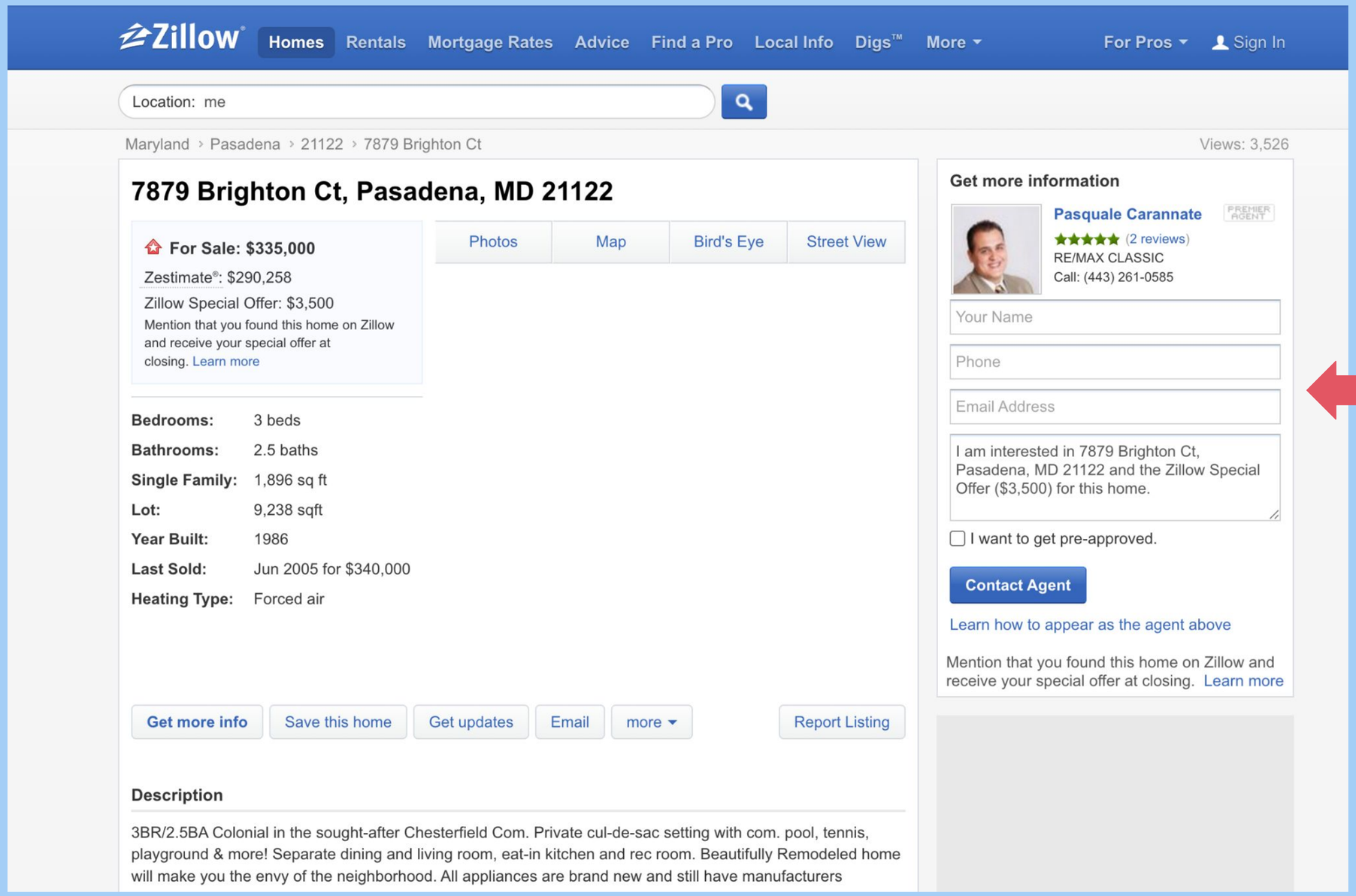
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- 250 million average monthly unique users and 2.5 billion visits.
- 50% of all real estate portal visits in the U.S. (more than 2X closest competitor)
- 7K employees (I was around 800)

Source: Zillow Mediaroom

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This is an ad.



MY FAVORITE CHART OF ALL TIME

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#ZGMultifamily

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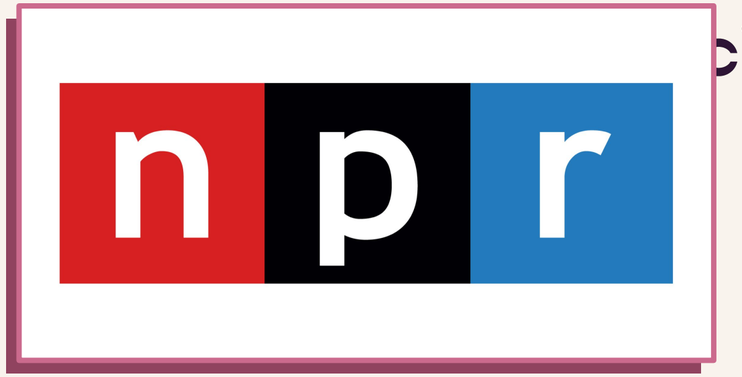

Premier Agent Year-on-Year Revenue Growth
40%
30%
20%
10%
0%
32%
30%
29%
24%
21%
22%
22%
18%
11%
1.5%
Q4 16
Q1 17
Q2 17
Q3 17
Q4 17
Q1 18
Q2 18
Q3 18
Q4 18
Q1 19(F)
www.mikedp.com

cidre

59 Female Marketing and Growth Experts You Should be Following

22. Rita Cidre @Ritacidre

Rita is the founder of **Anda Pa'l** and a marketer, author, and designer. She was also the Marketing Director at Zillow.












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Director



Me.



Success was not optional.



ACTUAL symptoms of burnout

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An urgent need to prove yourself. 1

Working harder. 2

Neglecting your needs. 3

More interpersonal conflicts. 4

Revision of values. 5

Denial. 6

Withdrawal 7

Behavioral changes. 8

Depersonaliza-tion. 9

Feeling empty. 10

Despair. 11

Total burnout. 12

One year in I **quit**



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PLAY → WORK

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Play

A mindset defined by curiosity, flexibility and willingness to learn via trial and error. (Source: Dr. Shimy Kang)

Pop Quiz: Which one of these activities is play?

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A

Playing pool volleyball with my in-laws in Mallorca

B

Doing call center analytics to solve a biz problem

C

Writing a book of short stories about reggaeton

Pop Quiz: Which one of these activities is play?

rita/cidre

A

Playing pool volleyball with my in-laws in Mallorca

B

Doing call center analytics to solve a biz problem

C

Writing a book of short stories about reggaeton

Play is not an activity. It’s a state of mind. And understanding what you need to shift into play can change your career (and life).

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People

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Senior Manager

Loved my team.
Stayed up late chatting.
Went to each other's weddings.

Director

Absolutely terrified of my skip-level manager, the company's chief revenue officer.

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Spend more time getting to know people as people.

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Lightness

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Senior Manager

Zero/little expectations.
No consequences for making mistakes.

Director

My self-worth was tied to succeeding in this job. Failing meant I was a failure.

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Things I learned

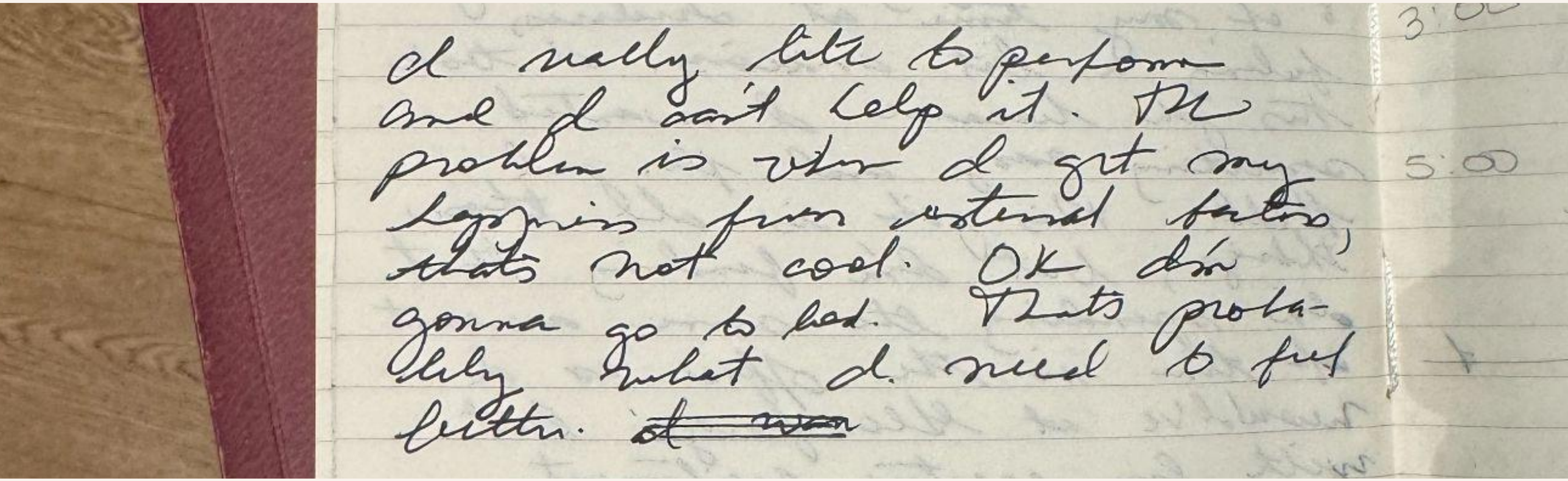
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🏆 Achievement = ❤️ Love

💪 Hard Work = 🏆 Achievement

Self worth is pinned to **success and productivity.**

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When things get hard, I think of myself as a **consultant**



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Action

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Senior Manager

Most problems could be solved by me just putting in more time.

Director

More work did not yield better results. In fact, it was kind of the opposite.

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Rethink Productivity

Productivity of a senior leader is different from that of an IC.

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YOU

What if instead of chasing a title or function you chase **PLAY**?




SAND
SPIEL

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PLAY

PEOPLE. LIGHTNESS. ACTION. YOU!

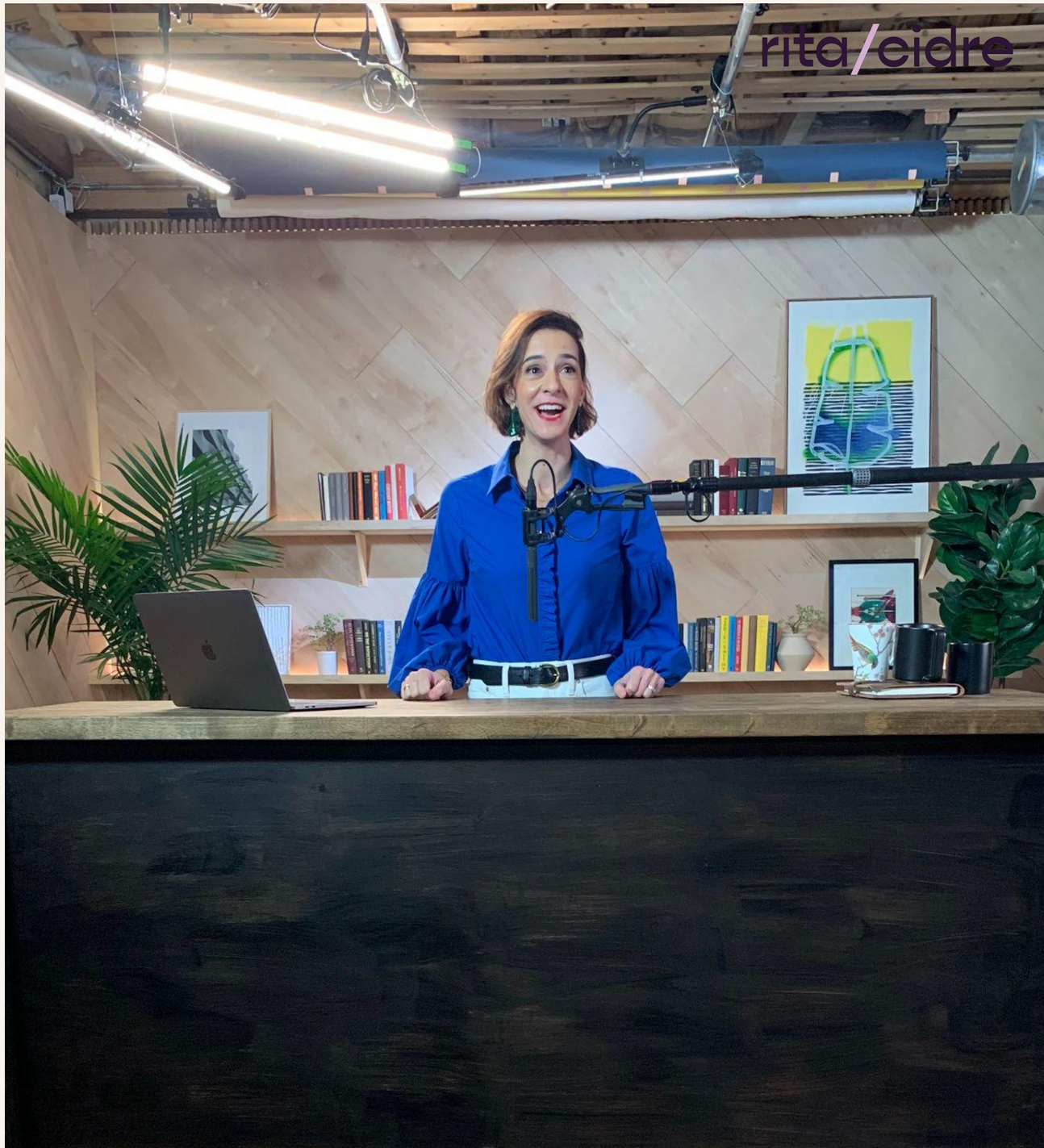
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Role of Work

I let it fully define me.

I pursue and prioritize the work that feels **playful and fun**.



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LET'S CHAT!

@ritacidre