# EXPERIENCE MAKERS
# THE SKILL EXCHANGE

**Experience Makers Spotlight: Evolving Work Management Maturity**

Ilona Yeremova
Team Lead for Marketing Tools, Operations, and Analytics

# Ilona Yeremova

Team Leader of the Marketing Tools, Operations, and Operational Analytics group.

Have been at T-Mobile for 8 years and experienced the full impact and growth of the Un-carrier transition.

Stood up the centralized Marketing Tools & Operations group focusing on improving the way marketers work – applying the "people first" approach.

Onboarded and expanded Workfront's footprint at T-Mobile 400+%.

## MCTOps Team

**OPERATIONS**
Process operationalization & support
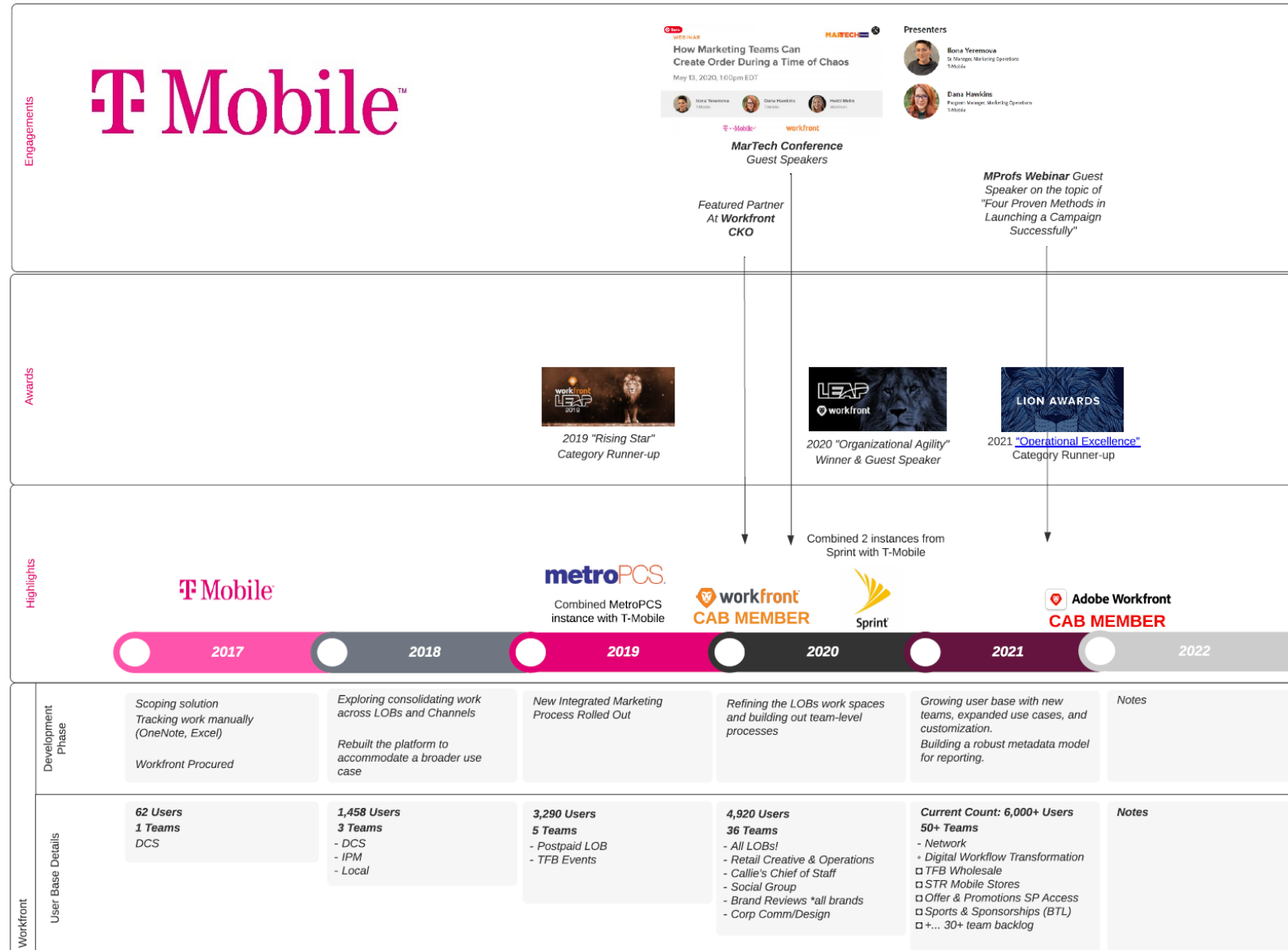
**SOLUTIONS**
Solution scoping with owned tools

**CONSULTATION**
Process analysis, mapping and documentation for teams & orgs

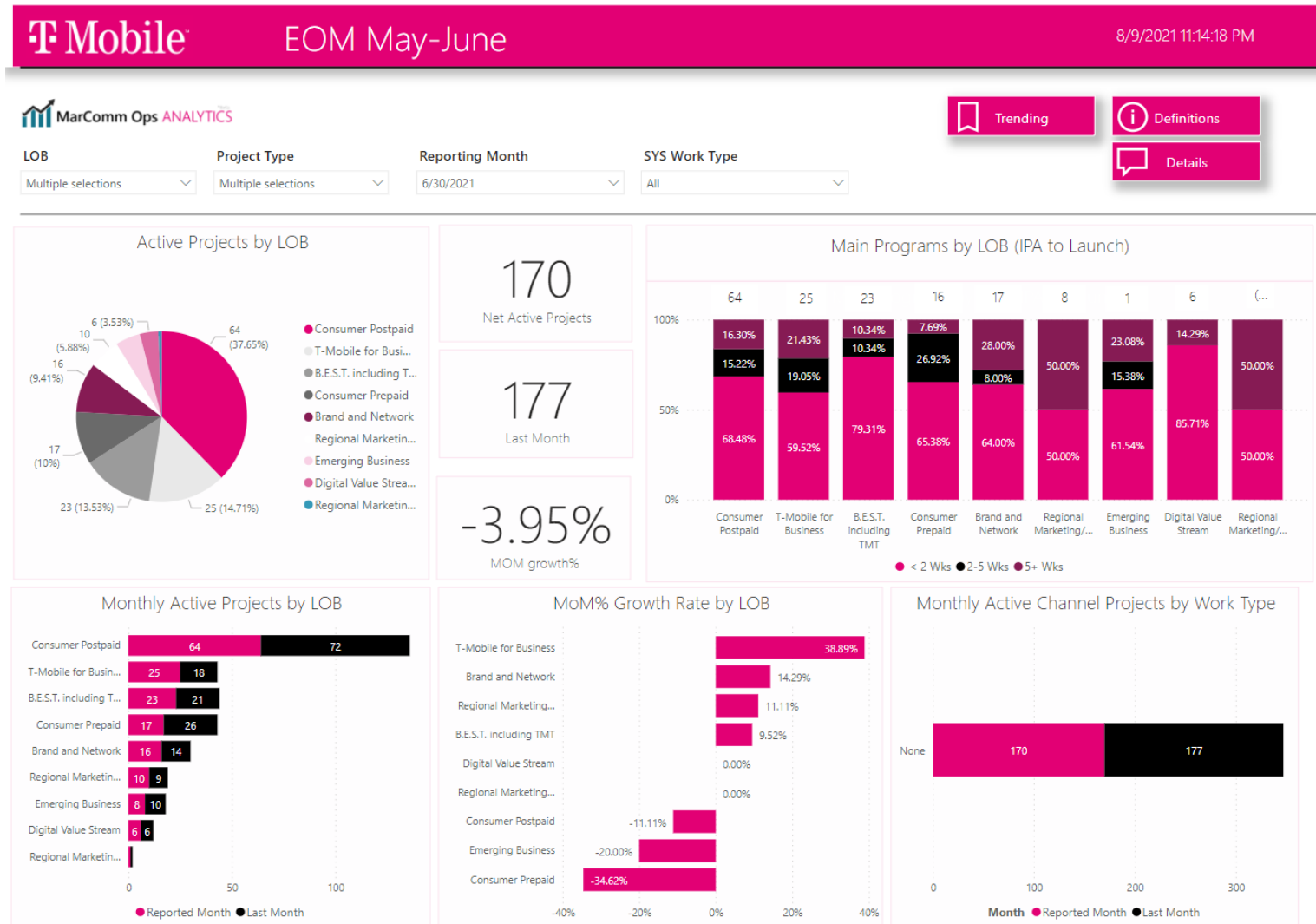**REPORTING**
Operational Reporting enablement /infrastructure

### Engagements

**T Mobile**

WEBINAR / MARTECH
How Marketing Teams Can Create Order During a Time of Chaos
May 13, 2020, 1:00pm EDT

Ilona Yeremova, Dana Hawkins, Heidi Melin

Presenters
Ilona Yeremova, Sr Manager, Marketing Operations, T-Mobile
Dana Hawkins, Program Manager, Marketing Operations, T-Mobile

**MarTech Conference** Guest Speakers

Featured Partner At **Workfront** CKO

**MProfs Webinar** Guest Speaker on the topic of "Four Proven Methods in Launching a Campaign Successfully"

### Awards

2019 "Rising Star" Category Runner-up

2020 "Organizational Agility" Winner & Guest Speaker

2021 "Operational Excellence" Category Runner-up

### Highlights

**T Mobile**

**metroPCS.** Combined MetroPCS instance with T-Mobile

**workfront CAB MEMBER**

**Sprint** Combined 2 instances from Sprint with T-Mobile

**Adobe Workfront CAB MEMBER**

| 2017 | 2018 | 2019 | 2020 | 2021 | 2022 |

| Development Phase | | | | | |
|---|---|---|---|---|---|
| Scoping solution Tracking work manually (OneNote, Excel)<br><br>Workfront Procured | Exploring consolidating work across LOBs and Channels<br><br>Rebuilt the platform to accommodate a broader use case | New Integrated Marketing Process Rolled Out | Refining the LOBs work spaces and building out team-level processes | Growing user base with new teams, expanded use cases, and customization.<br>Building a robust metadata model for reporting. | Notes |

| User Base Details | | | | | |
|---|---|---|---|---|---|
| 62 Users<br>1 Teams<br>DCS | 1,458 Users<br>3 Teams<br>- DCS<br>- IPM<br>- Local | 3,290 Users<br>5 Teams<br>- Postpaid LOB<br>- TFB Events | 4,920 Users<br>36 Teams<br>- All LOBs!<br>- Retail Creative & Operations<br>- Callie's Chief of Staff<br>- Social Group<br>- Brand Reviews *all brands<br>- Corp Comm/Design | Current Count: 6,000+ Users<br>50+ Teams<br>- Network<br>○ Digital Workflow Transformation<br>□ TFB Wholesale<br>□ STR Mobile Stores<br>□ Offer & Promotions SP Access<br>□ Sports & Sponsorships (BTL)<br>□ +… 30+ team backlog | Notes |

Workfront

Adobe

# Operational Measurement & Reporting

Enabling Data Driven Operational Optimizations for Marketers

- Volume of work (incoming & active)

- Distribution of work by LOB

- Quality of briefs

- Change orders

- Team and pipeline capacity

- Lead times reports

- …and more

# Tips for Success

Three tips for successful reporting infrastructure

- Start with Reporting

- Invest in the right people

- Choose your platform (data storage & data visualization)

- Define Workfront reporting vs. BI services

- Governance of Data

- Taxonomy

**English, William**
Less is more...        you might think you need/want to track 20 different attributes for every item, but you really don't. Focus on capturing three or four. otherwise it will be overwhelming and no one will do it."

**Osborn, Christian**
I would ask myself does the current work management / processes data allow me to measure: effort, job speed done or TAT, and prioritization. These core pieces of data are currently inputs for managing SLA's, resourcing, and helping to ensure the team is working on the right work.

Q & A

# Nice to Meet You!

## Joshua Maldonado

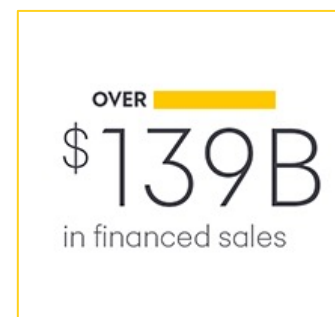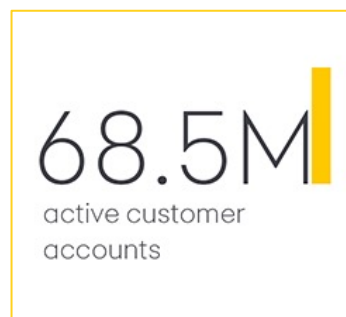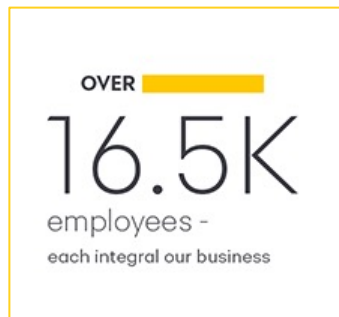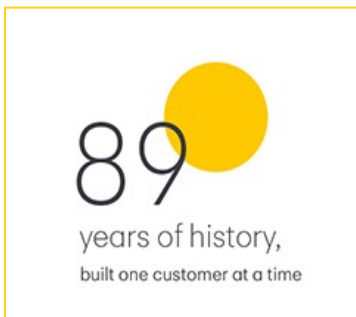### VP, Marketing Platforms Leader
**Alpharetta, GA**

- 20+ years of IT experience
- Career Development Coach for students at SEO Careers
- Passion for coaching extends to any sport my kids play

**If you had to watch one movie on repeat forever, what would you choose?** Old School

# Synchrony Overview

Synchrony (NYSE: SYF) is a premier consumer financial services company delivering customized financing programs across key industries including retail, health, auto, travel and home, along with award-winning consumer banking products.

**89** years of history, built one customer at a time

OVER **16.5K** employees - each integral our business

**68.5M** active customer accounts

OVER **$139B** in financed sales

**$62.8B** in deposits in FDIC-insured CDs, IRAs, money market accounts and savings accounts
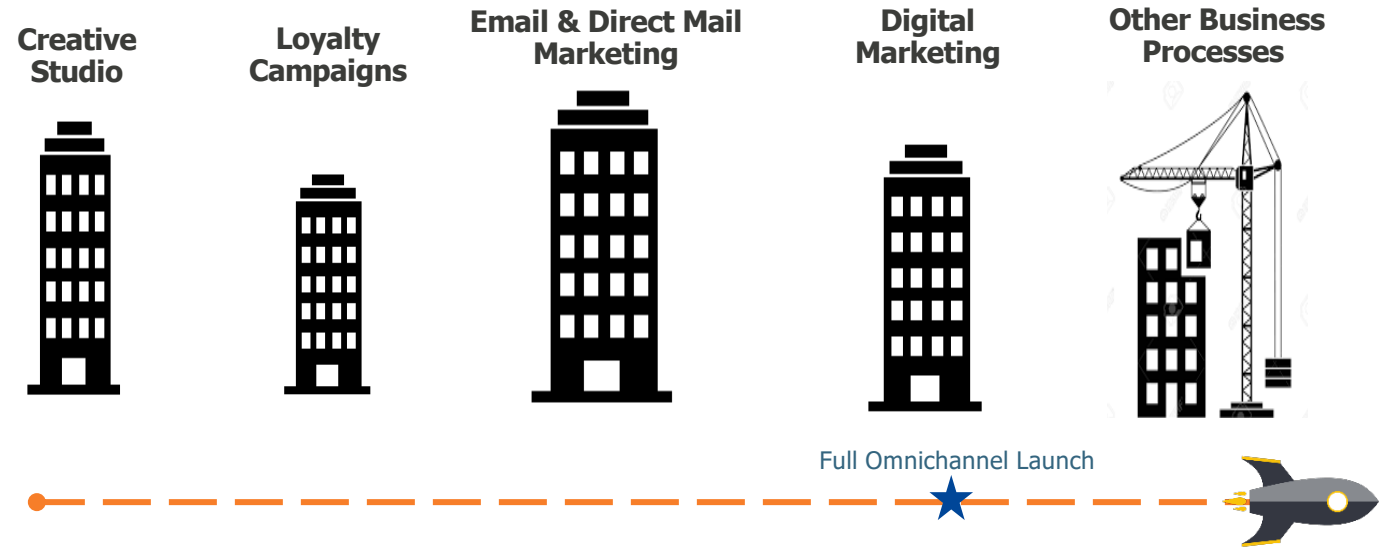
# Our COSMOS Journey

**COSMOS** enables orchestration of multiple campaign execution steps across functions, roles, and tools

**Pre-Workfront**

- ✖ Highly manual campaign process
- ✖ Recode each new campaign
- ✖ 55% process problems

**COSMOS**

- ✓ Clear, simple and standard process – defined tasks, timelines, & approvals
- ✓ Consistent, repeatable design & coding
- ✓ Automation – connectivity from design to fulfillment

Creative Studio · Loyalty Campaigns · Email & Direct Mail Marketing · Digital Marketing · Other Business Processes

Full Omnichannel Launch

Full COSMOS Launch

|  | 2018 | 2019 | 2020 | 2021 | Q1 2022 |
|---|---|---|---|---|---|
| **Total WF licenses** | 50 | 800 | 900 | 1,000 | 1,130 |
| **Campaigns Launched (in WF)** | 0 | 11,000 | 20,000 | 30,500 | 32,800 |
| **Creative Reviews** | 2,250 | 10,000 | 23,500 | 31,000 | 36,300 |
| **Enhancements** | 0 | 225 | 350 | 440 | 460 |

Adobe

**COSMOS** using Workfront API capabilities and our in-house code development to automate processes, create a simplified user experience and reduce risk

## Platform Evolution…

- ✓ **Data Mgmt.-** Internal document storage, PII data, Tableau

- ✓ **Workfront automation**: project creation, task cancelations, auto assignments

- ✓ **Integrated** system workflows for information flow and collaboration

## Expanding Our Universe…

- • **Workfront Fusion** implementation
- • **Salesforce** campaign integration

WORKFRONT
START HERE

LEGAL

WORKFLOW MANAGEMENT

ALL MARKETING

TABLEAU

COSMOS

DATA GOVERNANCE

TRANSLATION COE

HARMONY

OTHER INTEGRATED APPLICATIONS

P8- DOC MANAGEMENT

**COSMOS** approaching 4 years, we are still learning and evolving the platform

## Do…

✓ **Invest in Change Management**

✓ **Leverage Workfront for your team**

✓ **Learn from other Workfront Customers**

## How…

- Create Focus Groups, job aids, training videos

- Support & Enhancement intake processes

- Customer Sessions like this one!

INTERNAL Slide Divider

Q & A