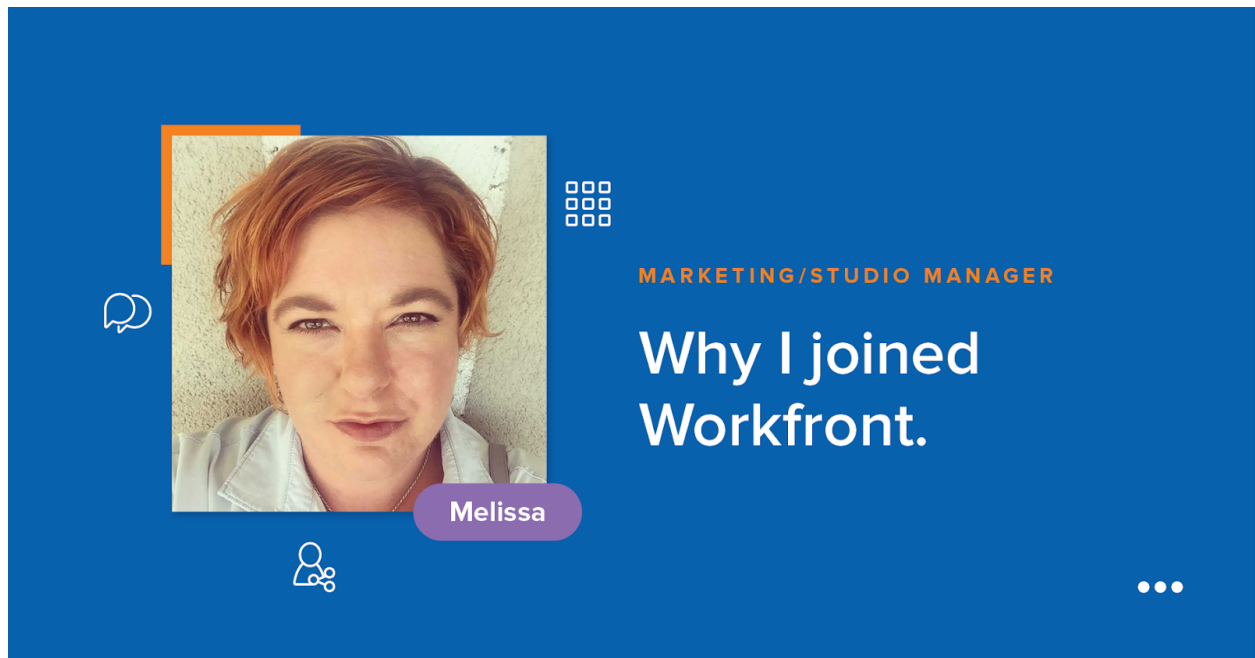




Melissa Talcott: Why I joined Workfront

Welcome to our "Why I joined Workfront" blog series! Every week, we talk with Workfronters on different teams and locations to learn who they are and why they chose to work at Workfront. Based out of Utah, Melissa partners with stakeholders throughout Workfront to manage our in-house creative team's resources. With her impressive background in Project Management, Melissa immediately felt connected to Workfront's mission—to help people do their best work.

What intrigued you about Workfront in the first place?

Honestly, a good friend and former co-worker reached out to me regarding Workfront. We worked together at an ad agency, and it was from their referral that I explored employment at Workfront. I already knew a little about Workfront; however, I knew it as AtTask from a previous job.

Tell us about your career journey; What led you to become a Studio Manager?

My first role in project management was at PBS, where I oversaw post-production, compliance, and delivery of programs that were scheduled to air nationally. This job didn't have the official title of Project Manager, as this was still a title that remained largely within the worlds of software development and construction. Since then, I have worked in television, franchisee buildout, large-format printing, and multiple ad agencies in a project manager role. As I started to work in these various roles, I decided I would further my education, and I graduated with a Master's

Degree in Project Management (MSPM) from Boston University.

My passion for working with creative teams began with my role at MRM//McCann, where I worked with an amazing team for B2B advertising campaigns. Seeing the positive impact that process can have for anyone working in advertising was inspiring. I continued my education a few years later and obtained my Advanced Certified Scrum Master (A-CSM) as I led multiple agile marketing teams through design and development to delivery. It was at this point that I recognized that throughout my career, I had really emphasized the importance of Servant Leadership; valuing people over process. Yes, the process is important; however, the process has to work for the people, and the team's happiness is paramount to the success of any project.

My Studio Manager role at Workfront is my first foray into the world of in-house creative. I see this as the perfect opportunity for me to combine my passion for project management, working with a creative team and the rest of the organization.

**I work with such an amazing group of talented people.
I have a front row seat to see our brand and campaigns come to life.**

What is it like to work on the Creative team?

I have always said that it takes a certain type of project manager to work with a creative team. When studying project management, there is so much black and white. The processes and structure around the discipline are very rigid in order to stray from things like scope creep and to manage risk mitigation. I still have to consider these aspects as I plan projects; however, I also have to be more flexible than might be seen in a typical project management role. Every day brings a new set of opportunities and challenges for the team, from last-minute requests to complex multi-channel concepts, there is never a boring day for any of us.

What are your favorite things about your job?

Where do I start with my favorite things about this job? At the top of the list, the team. I work with such an amazing group of talented people. I have a front row seat to see our brand and campaigns come to life. I love working with the team as we move through the process, from ideation to delivery.

While I am working with the team, I am also working with all the stakeholders across the organization. I spend a lot of my time building and sustaining relationships; this allows me to sit in the middle and orchestrate the collaboration between the different teams, so we can deliver the best work possible. While doing this, I am also examining the different processes to learn what is working and what isn't. The team knows that while I may change a process, and it may end up failing, I do this so we can learn and continue to iterate how we work. While all this is happening, we are always talking about the latest industry trends and inspiring creativity from brands across

the world.

What are some challenges of your job?

Making sure that the team is working on the right work and that stakeholders are happy pulls me in so many directions every day. I have a long list of ways I want to improve visibility, implement better planning and prioritization, and overhaul processes—unfortunately, there is just not enough time in the day to make that all happen. I have to be very careful about managing expectations, not only from stakeholders but for myself. I am my own worst critic at times. Many times I am the bearer of bad news—a request comes in and I am often the one who has to tell that person that we cannot work on a project.

As I mentioned, one of my favorite parts of my job is building relationships with all those I work with inside our organization. When I do tell someone we cannot work on a project; I am always searching for other solutions to offer up in place of that work. Sometimes it works, sometimes it doesn't.

You are a pro at using Workfront; what tips do you have for someone using it for the first time?

A little secret about me: I will never feel like I am a pro at using Workfront. I am knowledgeable about our platform, but I know there is always so much more to learn. What I will always tell someone using it for the first time is this: don't beat yourself up if you need help figuring out best practices for your specific use. We have an amazing product team, and I have always learned so much when asking for help.

**I am a project manager at heart, so what better organization to work for than Workfront?
Knowing that I can be instrumental in helping my team do their best work
—this is what makes me excited to show up each and every day.**

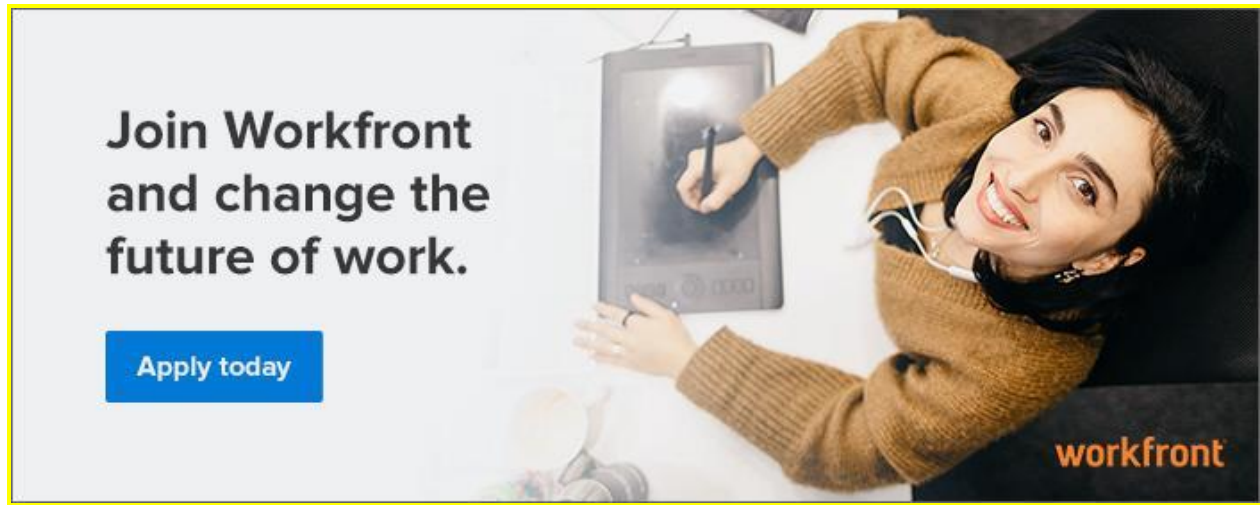
How do you feel connected to Workfront's mission?

I am a project manager at heart, so what better organization to work for than Workfront? Knowing that I can be instrumental in helping my team do their best work—this is what makes me excited to show up each and every day. When I see a campaign launch, attend an event we designed, or showcase a successful customer using Workfront, I feel so much pride in the work we are delivering.

Any tips for someone who is considering a role at Workfront?

Explore the website and really dig into the About Us section as it highlights everything from our history, to our product. to our people. Make sure you engage with the product tour; we are all here because of our product.

Also, bring your authentic self to everything you do at Workfront.

A woman with dark hair, wearing a brown sweater, is smiling and looking up at the camera while using a stylus on a tablet. The tablet is on a desk, and there are some small objects like a pen and a container nearby. The background is a light gray wall.

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and change the
future of work.**

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