

Future-Proof Your Career

4 moves to build a marketing career that lasts, from Kevin Mangini, a marketer who built across MTV, FXX, and NewsNation

1

PLAY 1

TAKE THE LANE, NOT THE RAISE

At 29, Kevin left a record label and took a job at MTV for roughly half his old pay. His rule: the best opportunities often pay less up front, but they put you in the right lane for the work you actually want. Do something you love and the money and growth find their way back. The raise is temporary. The lane compounds.

2

PLAY 2

LEARN TO SELL YOUR IDEAS

Kevin came up through sales, not the creative track, and credits it for everything. His framing is "if I can sell it, I can make it." The more sides of a buy and sell you understand, the more chances you get to build something great. Even a little sales experience changes how you pitch and how you handle rejection.

3

PLAY 3

READ THE ROOM BEFORE YOU PITCH

A great idea is only half the job. When you bring one up, you are walking into a room of egos, and people can be territorial about the big campaigns. Do not blurt every idea into every meeting. Understand who is there, pick your timing, and build the coalition. The strategy around the idea usually decides whether it lives.

4

PLAY 4

GUARD YOUR OWN STORY

Kevin says storytelling is the number one skill for our generation, and that includes your own. You are the guardian of your career narrative. Manage the materials that tell it: save the project, take the photo outside the big meeting, keep the receipts. You do not know yet which moment will matter most, so start collecting them now.

"Sales was always a gateway to creativity. If I could figure out how to package and sell my ideas, then I would get a chance to make them."

— Kevin Mangini, Founder of Mangini Marketing Solutions

Want the full conversation? Watch The BroxtenDigital Show on YouTube.



YouTube: The BroxtenDigital Show



LinkedIn: [linkedin.com/in/broxten-davis-6b050a239](https://www.linkedin.com/in/broxten-davis-6b050a239)

