



Q. What is your job title?

A. Brand and Marketing Manager

Q. Briefly explain what your job entails.

A. Developing the brand, advertising and marketing campaigns for the Guernsey Finance brand with the look to connect with and engage key financial players from around the globe.

Q. What was your study route (Further Education, Higher Education, professional qualifications)?

A. Studied BA Hons:Graphic Communications with Typography at Plymouth University

Q. What were your favourite subjects at school and do you think they have helped in your chosen career? Are there any other subjects that have helped you?

A. I studied Art, Drama, Photography and Graphics all my favourites and all helped with my chosen career path. With a full portfolio from art and graphics in particular it ensured a place at Uni and in the competitive path of graphic design portfolio and experience is everything. Without this level of training securing a job in the industry would have been near impossible. Some people see these subjects as 'mickey mouse' however if you don't work hard at these subjects you wont get anything out of them. I love my job but I had to work hard to get where I am and have seen so many people who saw design as an easy ride fall to the wayside and end up in unsuccessful careers through their lack of commitment and assumption that it would be easy. The fact that the career path is fun means you have to work twice as hard to get the career you want because there will be more people fighting for it! To some extent all my subjects at school helped grow my career as we draw inspiration from everything we learn and see.

Q. What do you like best about your job?

A. I love the challenge of creating something beautiful and exciting that inspires people to take action

Q. Do you have the opportunity to study through your work? If so, what are you/have you been studying/studied?

A. Yes, I am currently going into a Diploma course for digital marketing.

Q. Would you recommend a career in the finance industry in Guernsey to young people, and why?

A. I would say that there are many career paths that you can follow in the finance industry and they are not always the ones you assume they would be. The finance industry has given me the opportunity to develop my career and meet some fantastically ranged people.

Q. What is your advice to school leavers?

A. Study hard, never stop creating, do work experience and self initiated projects and draw inspiration from everywhere. Sketch, photograph, blog, share.... you never know when an idea may come, but be ready for it. Work with others to create something new and break the boundaries of convention. Design is about being brave and standing out from the crowd so don't be afraid to do something different but remember concept is everything.