

Tess Lowery, Creative & Content Manager, BBH.



Course of study	English Literature
Year of graduation	2018
City / Region / Country	London

1. Tell us more about your job; an example of day-to-day work, average week, or a recent project (or how would you describe your job to a friend?).

I am responsible for conceptualising and creating content - such as film, articles, social media posts, website case studies, podcast, games and animation - for advertising agency BBH and a number of our clients (Burger King, Tesco, Heinz, Audi). Last month I interviewed a sex worker/artist for a provocative article that will feature in our magazine, Unsigned. A project that recently came to a close was the Black Sheep Podcast - a podcast where we interviewed rule-breakers from various fields including Big Narstie, Susie Orbach and Marian Keyes to name a few. I work closely with the design & production departments as well as the wider marketing team.

2. What attributes make someone successful in this job (or what skills are involved in your current role)?

A good grasp of all things digital and social media. Excellent copywriting skills. An interest in interactivity and gaming. Creativity. Passion. Ability to sell your own ideas.

3. What do you like most about your job?

The sheer breadth of different creative projects I get to work on.

4. What are the most challenging aspects (role or sector)?

Client feedback. Ideas getting shut down.

5. How did your degree prepare you for your current role (or are there any skills/knowledge you developed which you are using now)?

English prepared me as a writer but one of the biggest parts of being a copywriter is getting as much information across as possible in the shortest iteration.

6. How did you get to where you are now in your career (or what experiences helped you)?

I worked throughout my degree as a music copywriter and then got a grant from UCL to work as a copywriter for a social enterprise during my 2 month break between my first and second years. This was really invaluable experience and I'd recommend it to all students.

7. What advice would you give to current students about getting into / starting out in your sector? (e.g. relevant experiences, supportive people, necessary education)

You don't need a degree to work in advertising. It's a very hard industry to get into and our HR department get hundreds of CV applications every day. The best way to get your foot in the door is to stand out, break the rules and think outside that darned box.

8. What is on the horizon within your industry that our students should know about? (positives or negatives)

I think the TV advertising agency in its current form is a dying breed. Smaller, more agile creative agencies are popping up everywhere. The future is digital and experiential with a focus on brands as co-producers of entertainment rather than traditional advertisers.

9. If you could give a current student one piece of advice on something you wish you'd have known prior to starting your career what would it be?

People, people, people. It's all about the people. Networking may sound like a dirty word but you can have all the skills in the world and it won't matter if you haven't made the connections.