



RHYS MCCONNELL

CLIENTS AND MARKETING
EXECUTIVE

"WHEN WORKING WITHIN A TEAM WITH DIVERSE SKILLS, THOSE WITH MORE CREATIVE BACKGROUNDS CAN PICK UP CRUCIAL POINTS FOR THE CAMPAIGN THAT OTHERS WOULDN'T OF BEEN AWARE OF."

EDUCATION: DIGITAL MARKETING APPRENTICESHIP, PRODUCT DESIGN AS LEVEL
LOCATION: BRENTWOOD COUNTY HIGH SCHOOL, ARCH APPRENTICESHIPS LONDON
CURRENT POSITION: CLIENTS AND MARKETING EXECUTIVE
LOCATION: PA CONSULTING

Q Did your creative education help towards your current career?

A Yes, it has given me the creative understanding and flair to be able to use those skills in my day to day marketing role. It helped me to think creatively and outside the box which is a rarity within a corporate setting. Creative knowledge allows for better and more constructive conversations with design teams within business, this makes you more effective in achieving your goals and meeting targets.

Q Do you feel at an advantage for studying a creative subject?

A Yes completely. Within big business a lot of the thinking and strategy is based purely on numbers and statistics. When it comes to a marketing campaign, sometimes you have to follow a creative pathway and act based on a design point and not purely on what statistics show. This means that when working within a team with diverse skills, those with more creative backgrounds can pick up crucial points for the campaign that others wouldn't of been aware of.

This could be connotations of colour or design, correct use of brand guidelines, creating a successful brand, etc.

Q How did you find out about opportunities in your interested field?

A Own web research and also within my day to day roles and meeting colleagues.

Q Knowing what you know now, what advice would you give to your younger self?

A Keep practicing at home and don't get caught up with day to day work as much. I don't have any regrets as I am doing well today. However, I could of gone down a different path. I used my creative knowledge to get in to marketing and then from there, took more of a project management role where I am no longer the one doing the design work myself, I'm more of a manager and I oversee and brief the design to other teams. If I would of practiced my design in my spare time, practiced my drawing skills, practiced my graphic design skills, then I could of gone down a graphic design route and followed my passion more but instead I followed the money and went into a more senior position.



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Q All career paths require self determination and hard work, how did you navigate this?

A I think you just have to believe in your ability. For me, the hardest part was showing how my creative skills can help improve businesses and help teams meet their objectives. Once I had done that, companies value your skills more and want to hire you.

Q Why do you think creatives are important in society?

A In the world we live in, traditional businesses are no longer on top. The age at the moment is one where content is king. For top companies today, branding and brand image is a number one priority especially with more and more business is moving online. Web design, graphic design, branding, social media and video content are all some of the most essential parts of a business.

Q What is the best thing about being a creative?

A Being able to show off your skills! There's nothing better than working a creative angle on to campaigns that none of your completion has even thought of. This is the upper hand of being a creative.