



Alumna Subject Graduated Place of Work Position
Bronwen Foster-Butler
European Studies (French)
2009
JWT
Account Manager

JWT

JWT is one of the largest advertising agencies in the US and the fourth-biggest in the world. JWT has 10,000 employees in over 200 offices in over 90 countries serving over 1,200 clients including HSBC, Nestle, Rolex and Unilever to name a few.

Bronwen joined JWT in 2009 as a trainee Account Manager and now works on Shell's marketing campaigns. Her role involves managing client briefs from initial concepts through to final ads, including print ads, billboards, websites, viral videos and TV commercials.

Great minds *go on to* great places

Were you considering any other universities before joining Royal Holloway?

After completing two years of study in Canada, I decided to finish my degree in the UK. I soon found out that I had to start my degree all over again and thus entered Royal Holloway through the clearing programme. I was looking for a political or international studies programme and discovered that European Studies was on offer.

Why did you choose a course in European Studies?

I was intrigued by a programme which offered politics, languages and management all together. My academic background was very much focused on these three fields so it was an easy choice.

Was your priority the university or the subject of study?

Both. I knew I wanted to go to a prestigious university that would help with my career, but also wanted to make sure I was studying something that was relevant and interesting. The European Studies course is a rare combination of a variety of fields and therefore a more valuable degree (in my opinion). Likewise, Royal Holloway has the added benefit of being a University of London college so I knew that it would be recognised world-wide.

Did you find your studies difficult?

The hard thing was adapting to the highly independent learning style. As a student in the UK, you are expected to take responsibility for studying the required materials. This learning style helps you manage your time appropriately – a skill that is crucial to any career.

What is your fondest memory of Royal Holloway?

Most definitely the buildings and the library. I loved walking around the grounds and studying in the library: it was magical. My friends back home in Canada couldn't believe I went to a school that looked just like Hogwarts!

Did you make use of the College's Careers Service?

Yes! In fact I wouldn't be here today if it wasn't for them. I applied to participate in their 'Careers in Advertising, Marketing and PR' course which took place during reading week. There, I heard Kate Bruges, JWT Co-head of Talent, speak about JWT's graduate programme and I was hooked. I submitted my application and a few weeks later I was asked back for my first interview. The very thought itself terrified me so I booked an appointment at the Careers Service for a 'how to

ace an interview' session. I left feeling much more confident which I guess showed in my interview, as I was later asked back for a second one and now I'm here!

How did Royal Holloway help you develop your career?

Definitely the ability to think critically and examine everything. I remember taking a fabulous 'Marketing 101' course in my second year and was enchanted. I've never looked at an advertisement the same way again. The mix of management, politics and French in the European Studies programme allowed me to consider things from a variety of perspectives and learning angles, which I think helped to create a more balanced view of the knowledge that was being presented to me.

Also, I was working whilst at University which definitely helped me get this job. The great thing about my course was that I was able to run a promotional modelling agency on the side. Having that experience made all the difference when I was up against other graduates.

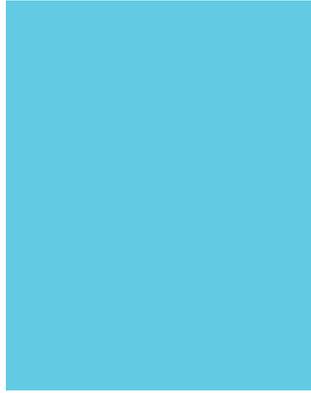
What is the most important thing that Royal Holloway taught you?

Never give up! I failed one of my first year courses and was so distraught that I nearly dropped out. I had always been an honour-roll student so found



people with passion

“I wouldn’t be here today if it wasn’t for Royal Holloway’s Careers Service”



the taste of failure nearly too much to bear. However after chatting with my academic advisor I pulled myself together and got through the second and third years with much more success.

What does your role involve?

I am the connection between our client and the agency; responsible for briefing in new work, managing the client and their expectations, as well as acting as an overall ‘project manager’ to see work through from initial ideas to live ads. I’ve helped to create TV commercials, print ads, billboards, two new websites and viral videos.

What challenges have you come across?

Managing people and relationships. Each person has different goals, objectives and managing these, along with their egos, is a juggling act at best. Likewise, working on a global account is much harder than I first expected. From dealing with different time zones (I’ve spent a few sleepless nights at the office waiting for New York to send work through, and then Kuala Lumpur to wake up and see it), to handling cultural sensitivities, it makes every project three times harder than it should be!

What exciting projects have you been working on?

For the past year we’ve been developing the latest Shell Retail Fuels campaign which will roll out globally over the next three years: a huge task, but a fascinating and challenging one. We launched in the UK in July and I remember shrieking with joy when I saw my first TV commercial on air!

What are your aspirations?

I’ve just been promoted from an Account Executive to Account Manager. I’m also about to start a secondment at Shell for two months where I’ll work alongside my client and get to experience more of a marketing role, rather than advertising. I’m excited to see where the next year leads. JWT’s graduate recruitment programme is definitely one of the best in the business (they are often called ‘the University of Advertising’) so I feel lucky that I’ll continue to be offered professional development courses throughout my career.

Why did you choose to work for JWT?

It is an advertising agency with a vast amount of heritage which I find fascinating. They invented Mr Kipling, aired one of the first TV commercials ever, and have maintained relationships with some of their clients for over 100 years.

What benefits do you get at JWT?

We go through an intense eight-week training programme when we first start, then we complete both our IPA one and IPA foundation courses within the first six months. Working at a company which invests so much in continuous learning is one of the most important and valuable things to me. We also get private health care, are home to the best roof terrace in London, are situated next to Top Shop and have a subsidised bar!

What career advice would you give students?

It’s vital to understand what kind of person you are when you’re looking for a job. You need to know what values are important to you and then look for companies which reflect these. Other than that, get a job! Any job! Experience helps you develop as a person and will give you skills which you can apply to your career (once you find it). I was a waitress, snowboard coach, cook, entrepreneur and babysitter: it’s surprising what skills I learnt whilst earning minimum wage that I still use today.

For further information about JWT and their graduate recruitment scheme, please visit www.jwt.co.uk

For more Alumni Profiles visit: www.rhul.ac.uk/alumni/profiles/