

**Chapter 20 Print Advertisements
Career Chatroom Career Profile**

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Q What do you do at work?

A My company will do anything to make you, your product, or your service look better. We are a graphic design and advertising-production company, and we use any tool possible to market and sell whatever our clients want to sell. This includes logo design, brochures, stationery, catalogues, business cards, Web-site development and design, actor reels, video promotions, posters, package design, murals and original art, print media, and postcards. We can provide anything and everything from photography and video production to billboard artwork. I am an artist, and I can hand draw anything. So, at first computers were frustrating, but then I realized it was just a different artistic medium.

Q What was your first job in marketing?

A My first job was doing paste up of classified ads at the *Pennysaver*. The Macintosh computer was born about that time and we basically had four fonts and archaic programs. I had no real computer training, but plugged in right away. As an artist, I moved into logo, graphic, and ad design, as well as trained other employees on the computer. Field reps would bring in mock-up ads and I'd design whatever was needed. Quickly, I got my own clients on the side—partly because of my artistic ability and also because I thought outside the box. Clients really appreciated that.

Q What skills are most important to you?

A Obviously, computer, design, and creative skills are important in production and advertising. But hard work, tenacity, and determination go a long way, too. You must have ambition and not be afraid to go outside your boundaries. Oh, and be organized.

Q What is your key to success?

A Don't be afraid. A lot of people put obstacles in their way as an excuse not to succeed. You just have to be motivated: you can have all the talent in the world, but if you don't get out of bed every day and use it, who cares?