



Jessica Clark

Company- Blab

Job Title- Creative Director

Why did you choose this Career?

I found my passion for design when studying Graphic / Product design at Kelvin. My teacher (Ms Chadwick) was incredible and I found that it was the lesson I was always looking forward to the most.

I chose this career as being creative is something I love to do. It sounds really cheesy but I genuinely don't feel like I'm 'at work' when I'm doing something I love day in day out.

What pathway did you follow, why was this the most appropriate for you?

I first chose Graphic / Product design as one of my subjects at Kelvin and then went on to study Graphics at Wyke College. I applied for an apprenticeship when I was in my last couple of months at college and was lucky enough to bag the job! I also had a university offer open to me but I wanted to get stuck into the industry and learn on the job. Personally, this was more appealing to me at the time as I wanted to start earning and I was very ready to learn from people who have 'been there and done it'.

What is the best thing about your job?

I'm really lucky as what I do for my career is something I have always had genuine interest in and passion for. I love the variety and that I get to be creative every single day. Owning my agency means that I have the opportunity to work with lots of other like minded and creative people and that's one of the best bits. We work with ambitious brands both locally and globally that come to us for super creative ideas to support the success of their businesses.

What advice would I give my 16 year old self?

The advice I'd give my 16 year old self would be to always learn more to be ahead of the game and to always go the extra mile. At 16 you're at the very beginning of your career and the more you know / the more knowledge you have, the easier it is to do your job. Going the extra mile never goes unnoticed and hard work does eventually pay off. Looking at recruitment as a business owner has also opened my eyes to how important job applications are. In order to be noticed you HAVE to stand out. If you're applying for a creative role then a CV and cover letter just doesn't cut it. Think big, be creative, stand out. You can achieve whatever you set your mind to as long as you work hard and surround yourself with likeminded, ambitious people.



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