



# CAMILLE CARTER

**CURRENT ROLE: DIRECTOR,  
IPROSPECT**

## CAREER HISTORY

I grew up in Hartlepool, and was part of the High Tunstall Class of 2006. After that, I went to Hartlepool Sixth Form College, before going on to complete a Degree in Journalism at Northumbria University. My first career-driven job was coming back to Hartlepool to work in the PR Team at Hartlepool Borough Council for the 2010 Tall Ships Races, an experience which I loved and still talk about to this day. I got my 'big break' in 2011, when I was employed as a Copywriter for an independent tech company. I worked my way up and eventually was awarded the title of 'Head of Online Reputation Management', a role which involved me managing digital marketing campaigns for my clients. I was headhunted in 2016 and offered a position at iProspect, part of Dentsu, who are one of the biggest media advertisers in the world. I am responsible for the Newcastle location of the business, and get to work with some incredible brands and businesses to execute their TV advertising, digital advertising, and everything else that comes along with it. I regularly travel to London to meet clients, but Newcastle is where I have called home now for the last 15 years and I have no plans to move – there are some amazing opportunities in the North East for my industry.

## 3 EMPLOYABILITY SKILLS NEEDED IN CURRENT ROLE?

**Good timekeeping and organisation** are incredibly important in my industry – I am often juggling multiple clients, campaign briefs, and stakeholders, so I need to be ahead of the game to attend all of my meetings and deliver the results my clients need. I also need **strong communication skills** – a lot of what I do is called 'Client Servicing', and involved developing relationships and rapport with senior people in my client's business, so I have to be able to communicate well and articulate my points clearly. Thirdly, it's important to be **resilient**. The media industry moves at pace and it's not always easy to keep on top of. Sometimes, results can be disappointing, or a competitor beats you to a pitch, but you can't let the set backs affect you negatively – you have to be able to pick yourself back up again.

## WHAT DO YOU ENJOY MOST ABOUT YOUR CURRENT ROLE?

I love that I get to experience and learn about so many different industries through my clients.

## HAPPIEST MEMORY OF HTCS?

I have so many wonderful memories of my school days, but in particular I remember the teachers and the lessons. Some of the people who taught me became such an inspiration to me later in life, and I would often recall things they had said and advice they gave in certain situations. Mr McCarthy, who was my form tutor and taught English, Miss Lowrie, who inspired me to enjoy Maths, even when I didn't think I was any good at it, Mr Henderson, a Head of Year who didn't let me get away with anything, and pushed me to be better, and so many others who have really shaped who I am as a person today.

## 3 WORDS TO DESCRIBE HTCS?

Pivotal, ever-changing, significant

## WHAT PIECE OF CAREERS ADVICE WOULD YOU OFFER TO YOUR 16 YEAR OLD SELF?

You are good enough. And no-one else knows what they're doing either – roll with it and keep learning.

## WHAT OPPORTUNITIES WERE OPEN TO YOU IN YOUR CURRENT ROLE?

I am constantly upskilling and trying to become better – the learning never stops. At the moment I'm completing a Degree Apprenticeship in Transformational Leadership, and have additional qualifications through the IPA, who are the Institute of Practitioners in Advertising.

## HOW CONNECTED WAS YOUR POST-16 STUDY?

I always thought I wanted to be a Journalist, as I love writing and feel passionate and connected to what happens across our country and society. In college, I studied Law, Psychology, Media and English Language, all of which are subjects that have a connection to the work I do today. My Journalism Degree is exceptionally helpful in helping me understand the role media plays in our lives, and how to extract the best possible angle for a story – or an advertising campaign. Whilst Journalism is still a firm interest of mine, the career opportunities in media and advertising are, in my opinion, more prevalent, and the opportunity for advancement and progression is greater.

## WHAT POST-16 ROUTE WOULD YOU SUGGEST TO FOLLOW THIS CAREER?

Exploring higher education in subjects like English, Journalism or Media, but to be quite honest there's no 'one size fits all'. I am proud to work for an organisation with people from all backgrounds. All you need is the ability to teach yourself the skills to do the role and seek out opportunities to learn and grow.