

James - Advertising account manager



How I got here

I studied geography at the University of Aberystwyth, Wales and after a year of travelling decided to do a further Masters degree in Advertising in Leeds. I then went to a small student marketing agency in London and have recently moved to a larger agency called Arc.

What my job entails

At the moment I am working on behalf of the world famous Guinness brand, coming up with creative ways to boost their sales, and handle their image

How I use my geographical skills

Human geography gave me experience in dealing with people, today I use these to build relationships with clients and handle their expectations.

What I love about geography

In essence it's all about interacting with my environment, appreciating the world I live in, understanding the issues that face humanity today and really trying to make a difference.

