



# Transmedia Copywriter

**SALARY RANGE (2017):** \$49,000–\$69,000

I tell the stories of my clients. My job is to take a client’s communications brief and generate original ideas that grab the attention of the target audience. This may include creating slogans, body copy, jingles and scripts. I’ve heard about the old days when some copywriters could limit their stories to words, but today, a copywriter needs to tell a multi-faceted brand story that invokes emotion across media from digital to print to entertainment to TV to outdoor to experiential events and beyond. This requires a skill to craft rich, interconnected storylines. Creative storytelling is my unique value proposition.

**The Tip:** Join a club that is outside of your comfort zone. There is magic in being different.

## PRIORITY KNOWLEDGE AND SKILLS:

| Job-Specific Skills   | Job-Specific Knowledge   | Core Transferable Skills  |
|---|--|---|
| Be an expert in the following job-specific skills: <ul style="list-style-type: none"><li>• Formulating research questions</li><li>• Conducting secondary research</li><li>• Ability to conduct qualitative research</li><li>• Ability to identify target audiences</li><li>• Ability to develop a compelling narrative</li><li>• Ability to develop an evidence-based story</li><li>• Ability to use specialized communications and design technology</li></ul> | Be an expert in the following job-specific knowledge areas: <ul style="list-style-type: none"><li>• Deep knowledge of human behaviour</li><li>• Broad expertise in current events</li><li>• Ability to link content to audience</li><li>• Expertise in use of language</li></ul> | Be an expert at all core transferable skills: <ul style="list-style-type: none"><li>• Thinking skills</li><li>• Communications skills</li><li>• Organizational skills</li><li>• Interpersonal skills</li><li>• Technical literacy</li></ul> |

## BUILDING BLOCK EXPERIENCES:

|  |  |
|--|--|
| <b>Education &amp; Learning:</b> <ul style="list-style-type: none"><li>• Bachelor of Communications (journalism)</li><li>• Completed two-year new media production and design diploma from local polytechnic part-time</li><li>• I listen to a minimum one <a href="#">creativity podcast</a> per week</li></ul> | The medium still is the message. I love that communications mediums are constantly changing. When I learned about transmedia communication, a professor helped me craft a learning path that included training in different forms of media.                    |
| <b>Employment Experiences:</b> <ul style="list-style-type: none"><li>• Completed an internship at a marketing agency during university</li><li>• Did contract editing, copywriting and video editing while in school</li><li>• First job out of university was as an editorial</li></ul>                         | New technology has radically changed how communications campaigns are designed. To gain the experience I needed to lead the creation of immersive storytelling, marketing promotion and entertainment, I sought out a range of jobs that helped me explore the |

|   |   |
|---|---|
| <p>design assistant at magazine. Wrote copy and did photography.</p> <ul style="list-style-type: none"> <li>• Joined a small creative agency as an account coordinator and transitioned to creative team after two years</li> <li>• Joined larger agency as transmedia copywriter</li> </ul>                    | <p>intersection of digital media with principles of transmedia copywriting, consumer psychology, design, data and creative production.</p>  |
| <p><b>Community Experiences:</b></p> <ul style="list-style-type: none"> <li>• Volunteer webmaster for two local non-profits</li> <li>• On board of local photography club</li> <li>• Active member of local marketing association</li> </ul>  | <p>I volunteer with people and organizations that understand the power of storytelling (through images, words and music) to change people's lives and galvanize community action.</p>                 |
| <p><b>Contextual Experiences:</b></p> <ul style="list-style-type: none"> <li>• During university, I created a transmedia-style portfolio which included text, video, graphic design, a comic strip, a podcast-style interview, a short story, a print ad, a colouring book and a personal brand book</li> </ul> | <p>My friends and I are always mashing up old and new media in our creative projects. Although I'm not a big gamer, I like to keep up to date on gaming's influence on entertainment and culture.</p> |
| <p><b>Relationships:</b></p> <ul style="list-style-type: none"> <li>• Belong to a creative group of friends interested in film, music, writing, design and art</li> </ul>   | <p>My friends, colleagues and neighbours are endless sources of inspiration, knowledge, stories and creative exploration.</p>   |