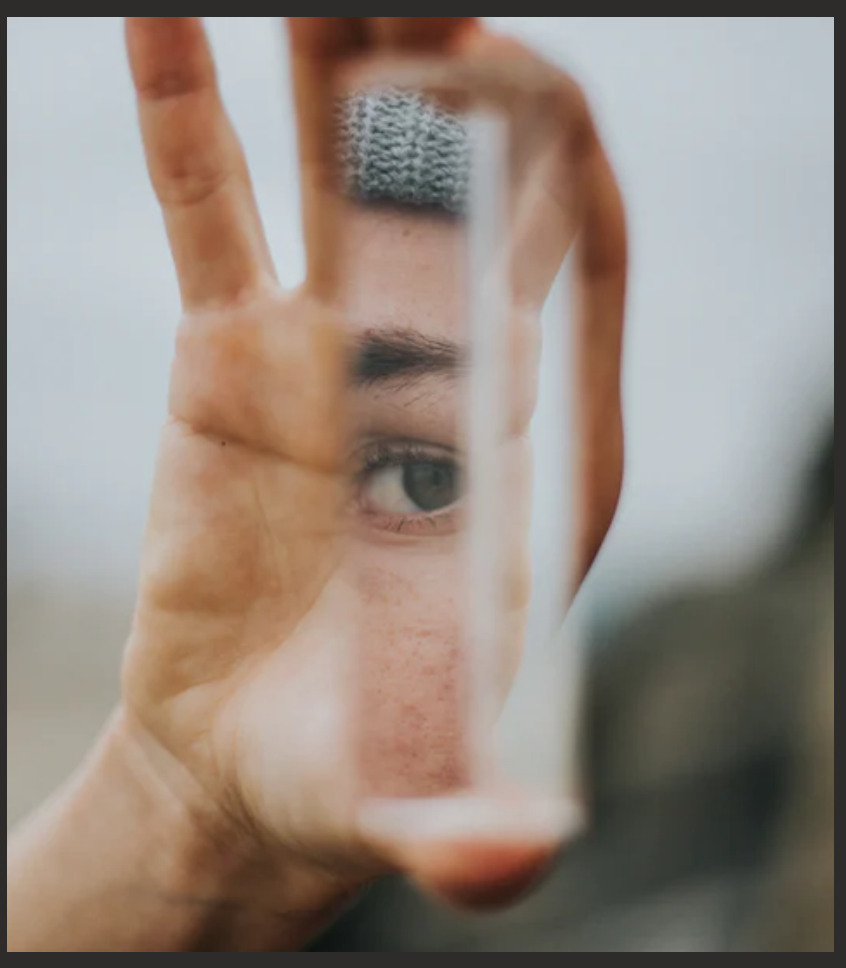
I GOT THAT BLOG IN ME

Another week, another impactful speaker, and some more great lessons learned. This week I was fortunate enough to hear from Kayla Stuckart, senior communication strategist for the Abbotsford School District. She shared some wonderful insights relating to her journey to her current position, as well as some keys to success in the communications profession. In addition to listening to Kayla speak I was able to learn about the important concept of brand archetypes. One thing Kayla spoke about that really stuck out to me, was some of the creative directions and projects she was able to produce in her current position at the Abbotsford School Board. I often think that when working in the creative media field there are only cool and creative things to be done in the world of sports and entertainment, but in listening to Kayla speak, I learned that by collaborating with others and thinking creatively, you can make a great project out of anything, in any field.

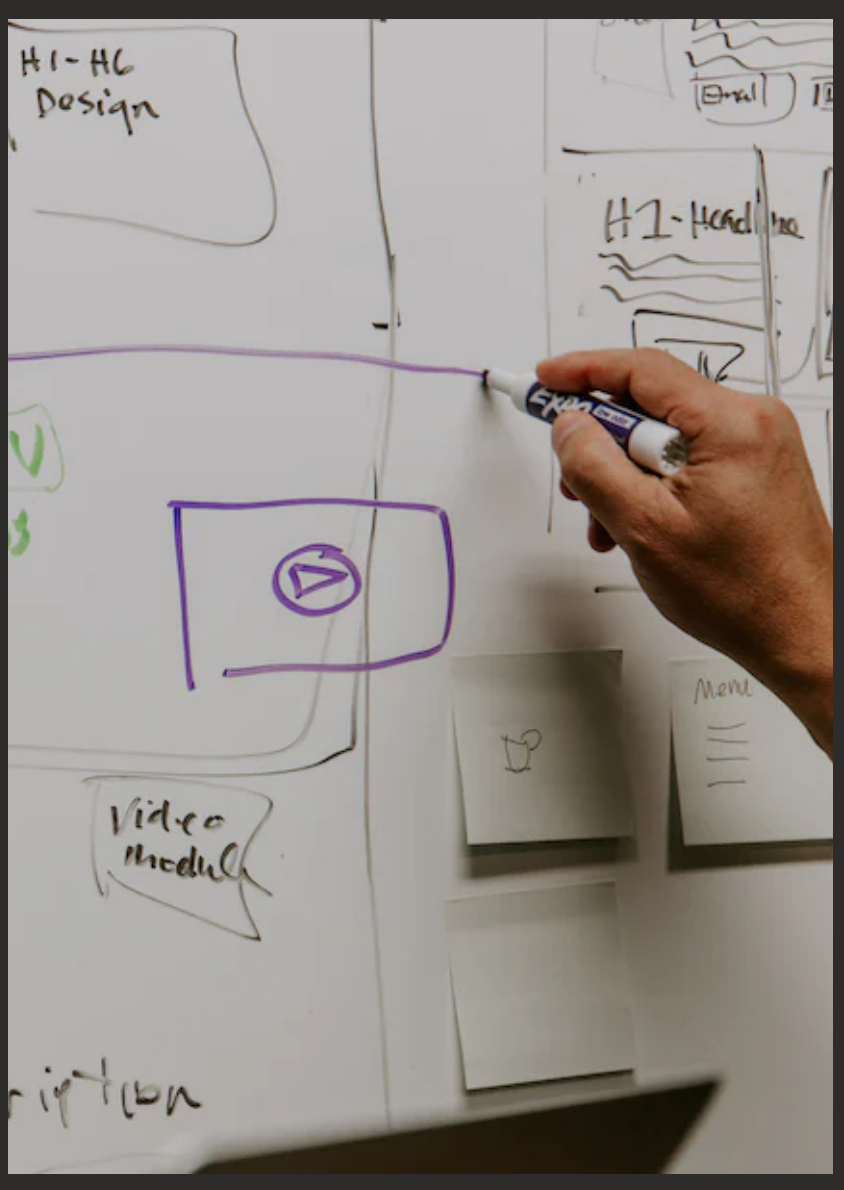
Another thing that Kayla spoke about that really stuck out to me was her consciousness of her personal social media page and her professional social media page. this is something that I never really thought about as I am primarily only concerned about my professional business social media page and not my personal page. However, when looking for work in the future, I need to make sure that my personal page is something that I'm just as proud of and would not be afraid to show a potential employer. My personal page is also



a reflection of my professional page and reinforces the things that I am passionate about and believe in.

WHAT ARCHETYPE AM I?

As mentioned earlier, I also learned about the concept of brand archetypes this week. Not only is it important for me to know what archetype my personal brand is, but also what each archetype entails and what competing brands and businesses are as well. It should come as no shock that my brand and many other creative media brands are the archetype of the creator.

for my brand that aligns with the creator archetype. Consistent messaging is vital to any brand or business as I want potential clients and customers to relate to my brand on a personal level. Finally, it's also important for me to know my brand archetype because in addition to helping me build a personal relationship with potential clients and customers, it can also serve as a tool that helps me market my content. As a brand under the creator archetype my content marketing should be marketed around innovation, collaboration, and creative problem-solving that will fit my clients' needs.

The reading this week from Adam Maidment compares brands under the creator archetype to the brand Apple. This means that we are product/service driven and offer innovation and creativity to solve problems. This is very accurate for myself and other content creation businesses as the main goal with almost any piece of content, is to solve a problem for the client. That problem may be promotion related, awareness related, message related, etc. Overall, this is important for me to know so I can continue to develop consistent messaging