
A JOURNEY WITH ANDREA BOLAND AT WESTJET



Andrea Boland, stands out as an explorer, influencing how we communicate and exchange knowledge. From a journalism graduate to a content strategist for WestJet, Andrea's extraordinary journey exemplifies the changing nature of the industry and speaks to me personally.

Andrea's choice to switch from journalism to communications is a testament to the industry's adaptability. Like her, I've come to realize that the foundation of successful communication is a solid command of the written word. Whatever the media, the base for effective experiences is the ability to tell a compelling tale. Andrea's experience serves as a reminder that everyone can adapt and pick up new communication skills as long as they have a sincere interest and desire.

Working with others and getting to know new people are the main reasons Andrea is excited about her job at WestJet. This supports my view that good communication is a collaborative effort. Engaging and interacting with people from different fields not only improves one's perspective but also improves the quality of the information produced.

The concept of repurposing content across multiple mediums is one important lesson to be learned from Andrea's story. She points out that a well-written script may be expressed in a variety of ways, such as blogs, quotes, and videos. This supports my view that the abilities developed while pursuing a certain degree are flexible and have a wide range of applications. The flexibility that communication specialists offer is demonstrated by their capacity to translate and modify these abilities.

Andrea also stresses how important it is to be open and knowledgeable. Our information is timely and relevant since we keep an eye on the most recent news. Establishing trust with customers requires both transparency and concise and straightforward communication. It serves as a reminder that honest and understandable communication is just as important as just getting your point across.

In conclusion, communication professionals can draw inspiration from Andrea Boland's story as she transitioned from journalism to content strategist at WestJet. Her story resonates with me, reminding me of the constantly growing opportunities within the field and the importance of adaptability, collaboration, and transparent communication. Andrea's experiences offer invaluable insights for anybody hoping to succeed in this exciting and dynamic field as we navigate the skies of communication.