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FULL EPISODE TRANSCRIPT - CAREERFLUENCER PODCAST



091: Making the Switch Into a New Industry with Ethan Bailey

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Welcome to the Careerfluencer podcast. This is Ethan Bailey. I'm a paid social media expert currently based out of Dallas, Texas.

I 100 percent knew that I didn't want to do what I was doing in the restaurant industry, the hours weren't great. And I knew that. There, there were other things I wanted to explore though, I felt that I owed it to myself do not sell myself short.

So me in the restaurant business, I was I was doing that. And honestly, there was a point where I felt a little lost. I didn't know if I could make a leap into advertising. You know, I tested this thing out, I was kind of on a path out of college that, you know, I was, I was making a network in the in the restaurant industry, and I was meeting, you know, big wigs at the restaurant I was I was working for and I felt like this could have been a future.

But then I kind of pulled back and said, you know, what, there's, there's a lot of information that I'm still interested in learning about advertising. And so honestly, the only way I couldn't figure out how to make that leap, and honestly, I wasn't sure how to do because for a while, I was just submitting resumes online, I was okay, one one day, you know, a year and a half out or something of college, I was like, I'm just going to start submitting resumes to job openings. And at some point, you know, I wasn't so I guess, hesitant. I just started kind of spraying and praying, you know, my resume.

And honestly, I wasn't really getting a lot of good callbacks. Because I was entry level, I didn't have any experience. But I was getting interviews, and I felt like it was a good time to just kind of sharpen my interview skills. And I probably went through 3040 interviews, I think that's normal. And I think people need to understand that too, that some people get it right after one or two interviews, they're natural interviewers, some people aren't, and they may not even know what they're they're looking for.

And so as I got into the ad industry, I didn't know exactly what to expect, you know, you go to you work in, in college, in you study, maybe general advertising, and it's kind of a lay of the

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land. But it doesn't tell you much in detail about specific opportunities. Because as you get into advertising, there can be specialties. There are a lot of specialists in the industry that are kind of the backbone behind how all of this works in the industry.

So when I first got into my first job, you know, I thought I wanted to just jump in as an account coordinator, because honestly, I didn't know what I wanted to do as a specialist. Or if I even wanted to be a specialist, I knew there was a lot of potential and a lot of changing things to advertise that, you know, digital is taking off, and has been taking off and just kind of exploring digital avenues and understanding new representations of creativity in figuring out, you know, what the future looks like on the negative side, it was one of those things where, you know, you see how the sausage is made.

And it's never it's like meeting your hero. It's never what you think it is. There's a lot of labor, there's a lot of blood, sweat, and tears, there's a lot of very human things to it that aren't always so pretty, it's long hours, it's failures, it's quiet successes, you know, that may not ever get acknowledgment, things are changing, client needs are changing the world is adopting new technologies and new means of communication.

As they as they unfold, paid social was something that was kind of revealing itself to where all these different aspects of advertising, were starting to present themselves in kind of a, at a crossroad.

That's where it all came together for me and at this point in my life. And I'm looking for something else as well, to see where this is all going. These media channels are are metamorphic. And so what we are seeing today are definitely going to be different tomorrow. So it's important to not only be a specialist in the moment, but a specialist at the next wave or something that can provide value to clients in the future.

Find somebody that is kind of understands where you've been maybe in the industry related to what you do, so that they can kind of tell you what's coming, what's some regular growth look

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like in the industry? What are some pitfalls to avoid complacency especially in innovative industries, you don't want to get complacent. Otherwise, you know, the industry can move on without you.

You know six months to a year could go by and if you get complacent and you're just kind of like working day to day and you're not checking yourself a lot can happen. And then in that you know if if constant progress As a part of your career goal, which I ideally should be, then you don't want to miss out on time and opportunity that comes with it to learn about what's changing, and what opportunities you can take advantage of to help you reach that goal.

It's definitely important to re-evaluate and be aware and conscious of yourself on a day to day basis, you know, every move you make, leads to something. So if you don't have a plan to check yourself, to reevaluate yourself, you know, companies do employee evaluations, and you probably or you have to talk to your manager at some point, but they don't have the all the answers for you.

I think at some point, there's a responsibility to take care of yourself, and it's your career. And it's your move. So come up with a plan to check yourself regularly. Ask yourself some very important questions. Is this what I want to be doing? That's a big question, Is this something that's leading, leading me in the right direction? Is this what my ultimate mission is?

And I think having a mission statement is important, especially in digital, you know, despite what this information age has provided us, I think there's a lot of distance it's created to is as close as it's gotten us to people, I think it's made us distant to so if you can do something where you can meet the people that were impacted in a positive way from an ad or, or a campaign, a public service campaign, or some kind of PSA, that is driving change, that means something to you, that for me has been positive, I've worked with local nonprofits that were creating farms and food deserts here in in South Dallas to see certain specific people positively impacted and changing their futures and in seeing that, I think it's really important in that kind of goes back to being grounded staying grounded to is this all comes down to what you're changing in the world

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and it's in if you are distancing yourself from that change, and you're not examining that up close and in person.

Or you can, you could kind of lose yourself in the day to day you know, rat race and the rush of it all. So I think my proudest moments were meeting people who that we just took the time to kind of change our local environment for positive and just getting to meet those people where some of the proudest things because I've never thought in a way that advertising could have been so positive I thought it was just you know, in the past something to to drive sales and to drive legs and drive, you know, conversions and stuff like that.

And it's hard to kind of boil everything, everybody, everybody that you touch down to a metric. And so if you can get away from you know, the status sheets and in the reports and, and go meet the people. I think you're going to find a lot of pride in your work and I think you're going to stay in touch with your mission.