

ADVERTISING STAR



Emily Howard: Account Supervisor at McKee Wallwork Cleveland

[By Heather Jung]

An avid sports fan who had played tennis for years and worked in her school's athletic department, Emily Howard began working for a Fort Worth minor league hockey team right out of college. The team folded the following year, so Howard went on to work for a small advertising agency she had interned with while studying for her Bachelor of Business Administration in Marketing from the Neeley School at Texas Christian University. According to Howard, the work at the agency (whose client list included mostly RV and car dealerships) was not very challenging, so she started looking elsewhere.

"[I] stumbled across an ad looking for someone who wanted to wear 'shorts and a t-shirt to work everyday,'" Howard said. "Perfect! I ended up at imc2, which was a small Internet shop in Dallas. I was placed on the Campbell Soup account, which I worked on for a year and a half. I learned a lot there—especially how to carefully balance the client relationship with the internal agency relationships."

While she was working at imc2, a friend was working at what was then DDB Digital (now Tribal DDB). He contacted her one day and asked if she would be interested in working on a secret sports account. Of course she was interested, so she set up a time to meet with the general manager. She went in for a 10-minute interview and was pretty much hired on the spot. She worked at DDB for six years before moving to Albuquerque two years ago to work for her present agency, McKee Wallwork Cleveland.

Currently an account supervisor, Howard works with a number of clients, including the Albuquerque Convention & Visitors Bureau, Cliff's Amusement Park, and the High Desert Investment Corporation.

"I'm excited about and proud of all the work we're doing right now, but I'm most proud of our Albuquerque CVB ads. We commissioned local artists to create the framework for these beautiful ads. Being an Albuquerque native, it's important to me that we use

creative elements made by locals to promote the destination," Howard said.

Thanks to new and ever-evolving technologies such as the Internet and TiVo, many advertisers are anticipating where their field will be heading in the next few years. According to Howard, the future will be about newness.

"The future of advertising will be about new ideas—new ways to reach our targets, new ways to showcase our brands/products, new ways to work with our clients, new ways to partner with other brands, and new ways to generate these ideas," she said. "The traditional advertising departmental walls will be torn down. Account management, creative, and media teams will engage in stronger collaboration to come up with the next big idea."

As of late, many advertisers have begun to utilize these "new ways" in order to grab the attention of the public, and Howard has taken notice, particularly of the Saturn car ads and Apple iPhone ads.

"Most recently, I noticed the bold move that Saturn made in encouraging its customers to test-drive competitors' cars while at the Saturn dealerships. I'm happy to see breakthrough, risky ideas coming out of the automobile industry," said Howard. "Like many others, I'm impressed with the Apple iPhone TV spots. Apple took the functionality approach rather than the WOW approach. They knew people were concerned with the technology and usability and really showed how easy the features would be to use. Lately, I've seen many different visual executions in print and TV. Advertisers are starting to realize that a differentiated message is not only important but also the delivery."

Q. What do you do for fun?

A. I love hiking in the mountains with my two dogs, Scout and Stella. I also run and go to the gym. Most recently, I ventured into the world of paper-making. And Albuquerque is the perfect place to enjoy barbecues with my boyfriend, family, and friends.

Q. What CD is in your CD player right now?

A. I'm not 100% sure, but it's probably my "Mostly Rap" mix, which contains several early-to-mid-90s hip-hop songs. Or a compilation of my favorite Led Zeppelin songs.

Q. What is the last magazine you read?

A. *In Style*.

Q. What is your favorite TV show?

A. Any basketball game will do. But if there is not one on, I like *The New Adventures of Old Christine* or *Nature* on PBS.

Q. Who is your role model?

A. In life, Michael Jordan. In advertising, Brandee Knox, my first mentor at DDB.



ADVERTISING STAR

Howard's advice to new advertising professionals is simple. She said that an intern once asked her for one piece of advice before entering the "big, wide working world." Her advice was to listen.

"Listen to everything that goes on around you. Soak up everything you hear (or see).

Seek out new things to listen to. If you listen, you'll learn, and eventually know and understand," Howard said.

ON THE NET

McKee Wallwork Cleveland
www.mckeewallworkcleveland.com

imc2
www.imc2.com

Tribal DDB Worldwide
www.tribalddb.com

EmploymentCrossing is the largest collection of active jobs in the world.

We continuously monitor the hiring needs of more than 250,000 employers, including virtually every corporation and organization in the United States. We do not charge employers to post their jobs and we aggressively contact and investigate thousands of employers each day to learn of new positions. No one works harder than EmploymentCrossing.

Let EmploymentCrossing go to work for you.