



Olivia McHale

Digital Content Executive

your
future
matters

Job title / brief description of what you do:

I'm a Digital Content Executive for Crafter's Companion, owned by Sara Davies of Dragons' Den. The main part of my job is copywriting, so I create product descriptions, write blog posts and step-by-step projects, work on SEO and create content for TV shopping, but I also write video briefs and contribute to wider marketing campaigns.

How did you get into your job?

In school, I wasn't sure what I wanted to do when I got older. All I knew was that I enjoyed writing and creative subjects, but I didn't think that this could lead to a career. For my A Levels, I took English Language, ICT and Media Studies, and I originally thought of myself as the next Tim Burton, so I enrolled for a TV and Film Production degree at Teesside University.

After a year, I realised that production wasn't for me. I loved creating videos, but I couldn't see myself working in a TV studio in the future and the subject didn't capture me as much as English did. I made the decision to restart university and instead, pursued an English Studies degree at Teesside University. I still wasn't sure how I could use writing in my career, but after my degree, I started writing a blog, The Northernist, which opened my eyes to the world of content creation and I realised that this was what I was interested in. I wrote on the blog for fun, but it proved to be fantastic experience for me and led me to earning places on internships, working freelance, graduating with a Distinction in MA Multimedia Journalism, and ultimately, being successful in my application for the Digital Content Executive role.

What personal qualities do you need to do your job?

One of the main qualities I'd say you need to have is a creative spirit, but also be practical. In content creation, you want to produce work that is captivating for readers, but isn't too difficult to understand - it's all about balancing your creativity with practicality. You also need to be self-motivated and great at managing your own time. There may be instances where I need to produce lots of product copy, but there are also emails to proof read and a blog schedule to fulfil for the day. I would need to prioritise, allocate my time wisely and work efficiently, most of the time without guidance. It's also pretty helpful to be open to criticism and willing to take other opinions on board.

Who has been the most influential person in your life for helping you to get where you are today?

My Year 6 teacher, Mr. Squire, played a massive part in my love for English. He was the head of English at my school and would be extremely encouraging when it came to reading and writing. He helped me to discover creative writing, poetry and classic literature, so I think if it wasn't for him, I wouldn't be in love with the English language and writing as I am!

What would you tell your 16 year old self if you could go back and give them some advice?

16 year old me was terrible for overthinking what other people thought, so I definitely suppressed myself to 'fit in'. If I could tell my 16 year old self anything, it would be to enjoy the things you love to the fullest without worrying about what anyone else thinks, but also to take any opportunity that comes their way. You just don't know where it could lead and you regret 100% of the shots you don't take.