

Eva Susnjar Hendricks '94 is a Senior Brand Planner at an advertising agency. The following is a quote about her job and the value of her Ursuline College English education:

“As a Senior Brand Planner at an advertising agency, my main responsibility is to translate all forms of knowledge (research data, journal articles, blog entries, or just word-of-mouth) into valuable nuggets of information for the other departments at the agency. For instance, I might find an interesting way to look at some market research data and turn it into a consumer insight for the creative team to use as the foundation for an ad; or, I could brainstorm with the media department to help them determine which consumers we need to communicate with and the best way to reach those consumers. Sometimes, I’m asked to help out on new business pitches where the team needs to determine the business challenge a client is facing and which marketing solution(s) will help him or her be successful. And finally, as the title brand planner implies, I need to look at ways to position my clients’ brands in the most unique and meaningful way in the marketplace.

My English degree from Ursuline has helped me in my career—and sometimes in surprising ways. Obviously, I’m writing everyday whether it’s simply an email or a more complex proposal/presentation. I gained a love of writing and the skills for successful writing from all the great English professors at Ursuline. There are also more subtle gifts from studying English, one of which is a love and appreciation of literature and culture. This is important in my position because very often, it is a cultural insight that becomes the catalyst for developing really creative and interesting advertising. And maybe the most important benefit from my English degree is just the ability to think critically and creatively in any situation. Not only did this ability help me achieve my position in advertising, but it is a critical skill that I use everyday to complete my work.”