

**MEDIACOM**

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# Hazell Lat

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This week we meet Hazell, a Search Planner Buyer, to talk life in - and out - of the office.

Where and what did you study?



I studied Business Management at London Metropolitan

University.

**Why did you choose a career in media?**

Marketing was my favourite area of study while I was at university. I knew this industry would be the one I wanted to have a career in, specifically within digital marketing as I have an interest in tech and how people interact with brands in the digital space.

**So, what does a Search Planner Buyer actually do?**

As a Search Planner Buyer I am responsible for the day to day planning, management, optimisation and reporting of Paid Search campaigns for my clients. This covers not only Search, but also Shopping, Gmail, publisher site and YouTube activity. I work closely both internally (e.g. with Planning) and externally with media owners (Google and Microsoft) on a daily basis. Some examples of tasks I carry out are budget checking, creating campaign builds (e.g. keywords and ad copy) and post campaign analysis presentations.

**What do you love most about your job?**

I love that I get to work with large established clients; brands which I also love and engage with outside of work. I also get to work with Google and Microsoft in my role, learning about new products and strategies from industry experts. The Search team are also amazing to work with, it feels more like a family than a work department.

**Is there anything you don't like?**

Some tasks can feel tedious, but no role is perfect. The team are always on hand to share tasks for a better balance.

**What's the best thing about working at MediaCom?**

The people are what makes MediaCom great. It feels more like a big family than a company. There's always something fun to look forward to such as company parties and

pop-up events by various media owners.

**What does life outside MediaCom look like?**

Life outside MediaCom is great. I find that I am able to get a good work/life balance, doing things I love such as spending time with family and friends, and traveling. I also find I can apply things I have learnt at work to hobbies outside of work, like optimising a YouTube channel and analysing blog data.

**What advice would you give to your younger self, just starting out in the industry?**

I would tell my younger self to not be afraid of change, and to ask any questions that come to mind. In this role I found that I learnt more and quicker by asking frequent questions. This really helped me to gain a greater understanding of processes and search specialist aspects.

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