

SPOTLIGHT ON

The Exec scheme and me, Simisola Adedeji-Tiwo

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SIMISOLA ADEDEJI-TIWO 15 APR 2019

Before I became a MediaCommer, I was a university ‘drop out’. I didn’t completely drop out but I did take a “gap year.” My intentions were to never go back but to my African family this “gap year” would allow me time to come back to my senses and return tail between my legs. Funnily enough, I was doing very well (if I do say so myself) but it didn’t take long for me to realise that the course wasn’t a good fit for me. I was growing more and more restless learning about the creative industry but having zero exposure to what it was really like. It felt like the (short period) where I was a vegetarian and my family decided to waft crispy bacon under my nose! I took the leap and went from being a uni student to a freelance photographer working in retail, but constantly wondering where my life was going.

At some point, something clicked in my brain and I just started to manically apply for jobs. I had a goal of how much I wanted to be paid but not what career I wanted. I frantically applied for every media job on Indeed. Finally, one sounded promising but quickly during

the phone interview it was clear the role was not what I was looking for. The cheeky Nigerian part of me stopped the interview, I mustered all the charm I had and told the guy over the phone that I was not interested in the role but if he could send my CV round to other companies I would greatly appreciate it. I am not sure how I finessed my way into his good graces, but he agreed! A couple of weeks later I had two emails from 2 different media companies, one of which was MediaCom.

I hadn't heard of either. A quick Google search had already confirmed MediaCom as the firm favourite. I had never been a part of a company with such a rich history in their field. It was the opportunity of learning from the best which sparked something in me. I loved the vibe, the content they produced and the general tagline "people first" drew me in straight away. I had 2 offers but MediaCom really sold me in the interview.



I am on my second rotation of the scheme now, and I have stayed with the Boots team for both; first in AV and then in comms planning. At first, I did feel a little like a fish out of water. I had no clue what I was doing because it was my first office job! However, on my first day I got a piece of advice that I will never forget. I was in the AV team and the senior people had welcomed me in.

I must have looked a bit terrified but they told me "Its PR not ER. Everything can be fixed, you just have to flag it to someone." I didn't get it at first but looking back the point is that we do amazing and inspiring work but MediaCom is also a place where you can be yourself, and sometimes you will make mistakes. However, it's not the end of the world, and I'm constantly learning and developing.

Some of my favourite moments at MediaCom have included the Sports Day and Black History Month. It is always a nice feeling to when you can show off to your friends about what you do and know that you genuinely enjoy it. The Sports Day was hilarious, you could physically see the passion on people's faces as they gave their all to win the egg and spoon race. It wasn't about the prosecco, it was for the honour! I have never seen so many people fall on the floor in one day- it was amazing! I am so proud to work in a place that invests so much in diversity. I was a part of the Black History Month planning team and it was an amazing experience.

Having an idea and being given the freedom and encouragement to make it happen was invaluable to me. Not only were the events inspiring but the genuine intrigue and joy on the faces of people was priceless. I made genuine friends from being a part of that team and I know that there is so much more to get involved in!

If the Exec scheme sounds like something that would suit you, you can read more about it and apply [here!](#)

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