



SUMMER LAMBERT

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I had always thought of creativity as something tangible. Coming from an undergrad program in art direction, I felt that those who were able to create great designs were the creative ones. Once I entered my creative thinking class, the professor started the first day by explaining to all of us that we're all creative. I was sure that he was just trying to be nice, boosting our confidence before we began the program. However, I really started to think about this idea more. Everyone is creative? How is that so? I went through my undergrad program always thinking that I was kind of creative... not as good as the others... but I did okay. I started to realize that I was only hindering my own potential by thinking this way.

The first moment I realized I was actually a creative person was during our first assignment for the class. The teacher wanted us to present ourselves in an atypical way. I didn't want to turn to a PowerPoint or a poster board. I knew that I had the ability to really take this in a new direction. I decided that it was time to talk about something I really didn't share with too many people. I told the class the story about my body art. My tattoos have been a part of me for quite a few years now, and they hold a deep meaning for me that I usually don't discuss with just anyone. I used the lesson Vogel gave us on metaphors to express a deeper idea of what this art was to me.

I have a birdcage on my back. My metaphor is freedom. I have birds flying up my stomach. My metaphor is escape. The birds are escaping from the birdcage, as I was at the age of eighteen leaving home. I grew up with a difficult childhood and wanted nothing more than to be free of it all. I have a cherry blossom tree on my arm. My metaphor is beauty. I used to sit next to a cherry blossom in the middle of a field on days that I felt I needed a break. To me, there was nothing more beautiful than to be surrounded by untouched nature. I stood in front of this class, describing a dozen metaphors that my body was telling the story of. I felt that my story was able to capture emotions and kept the entire class wanting more. This was a risky presentation, but I knew it was the key to a great presentation. I realized that creativity doesn't have to be shown on a piece of paper or a computer screen. Creativity can be spoken. Creativity can be felt. Creativity is within all of us; we just need to find it.

Since finishing the Master in Global Marketing Communication and Advertising (GMCA) program, I feel that if I was left with anything, it has been a stronger sense of self. I'm more self-aware and more confident in my abilities. If there were one thing I really took away from this program, it would be to take risks. This is reflected in my post-graduation job search. I found myself really wanting to leave the east coast and head out west, particularly to

Portland, Oregon. I had been following an agency out there called North for quite a few months, and thought it was time to try to make a move. I connected with an employee of North in the social media department and told her that I would be in Portland the next week (I wasn't), and that I was going to different agencies for informational interviews (I wasn't). I asked her if there were any openings in her department coming up that they would be interested in talking to me about. It turns out there was an opening coming within a couple weeks and that they would love to talk to me.

Within an hour I had a flight booked for that weekend to Portland. I went to my interview and felt like I did very well. The interviewer asked me where else I planned on going while I was in town, and I said, 'nowhere.' He seemed shocked. He asked me if I came out here just for this interview, and I told him I did. I couldn't tell if he thought I was insane or brilliant, but I was immediately asked to go to dinner with him and his family that night. The next morning the job was mine. I returned to Boston, packed my bags and was back in Portland within a week to start my job. I don't think I would have had the guts to be so bold and adventurous if I hadn't spent the past year being challenged and preached to about taking risks. I couldn't be happier with the way my life has played out, and I really do have Emerson's GMCA program to thank for that.



Key Insights

1. The only thing keeping you from feeling creative is your own mind.
2. You won't reach your goals without a risk or two.
3. Metaphors make connections much deeper than the surface. Studying them allows you to see what you normally don't.