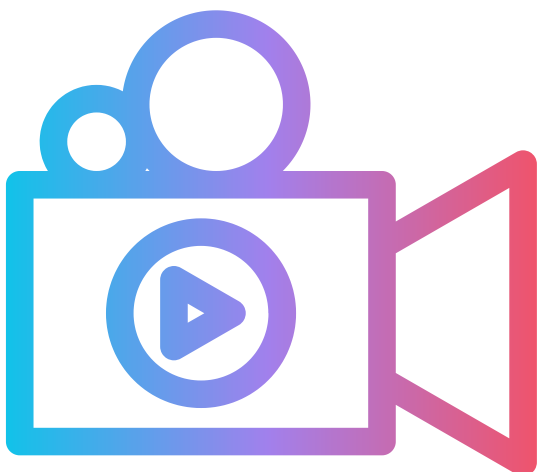


STUDENT GUIDE FOR WORK EXPERIENCE/ JOB APPLICATIONS

THE MEDIA INDUSTRY

Ryan is the Creative Director of [Lambda Films](#), a video production & animation company in the UK.

In this guide, Ryan outlines how to increase your chances of securing work experience or a job, from a production company, creative agency or similar.



01

Do Your Research

Every company is unique and individual, and so a copy & paste approach just won't work. However, take just a few minutes to identify a few key details, such as:

- The person responsible for hiring within the company. This allows you to *personalise* your email.
- The personality of the company. What kind of language do they use? Writing in a way that reflects their personality may create a stronger impression.
- What makes the company unique within their craft? Go specific - in video production it might be their clever use of audio, their cinematic approach to lighting, or the use of humour in their projects.

Once you know these details, then you can customise parts of your email so it feels personal to the company.

02

Email Subject Line

Personally, I would recommend writing something quirky, especially if you're applying to a creative company. Be creative, and grab their attention!

Structure

Ultimately, what I would like to see from a work experience request are three things.

A short email - I would recommend between 70- 100 words - *which isn't a lot!* The person reading is likely to be very busy, and may delete an email immediately if they see a wall of text.

A cover letter - If your short and snappy email has inspired me to get to know you a bit more, then an attached cover letter allows you to talk more passionately about what you enjoy, the work you have done and who you are as a person.

CV/Portfolio - In all honesty, a CV is of least interest to someone like me, especially at your age. If you do have industry experience, then great, do include it. However, if you're applying to a creative, *visual* company then words on a page won't inspire.

I recommend creating a *portfolio* instead, break out of the conventional CV format and produce a document with colour, images, embedded video and links. I recommend the free version of Canva.

Additionally, IF possible, use a free website builder and create an online portfolio too! Tools such as Wix or Squarespace are powerful online portfolio builders.

Writing

Having done your research, your email should be personalised and addressed to the correct individual at the company.

Write with personality. While we may have been taught to write politely and formally, this approach doesn't *inspire* someone working at a creative agency. Be more informal with your tone.

However, be direct and keep your word count down. It's perfectly ok to simply state your intentions, whether it's work experience or a job. But this just needs to be a line. The rest of your email should aim to make me interested in *you*.

Personally, I recommend against trying to flatter the company and name-dropping some of their own projects. Instead, reference something *specific* within their craft that they take pride in. This is something you should identify during the research phase.

Finally, if you are copying and pasting parts of your email, double and triple-check that you haven't left in references to other companies you've emailed!

05

Passion

As a business owner I want the people I work with to be passionate about the craft, and this includes you. Passion doesn't come from simply stating that you are passionate - as creative businesses, we want *to see it*.

We want to see that you *create* in your own time, outside of college. Include links to your own work, and briefly tell us what you enjoyed most about the experience.

06

Closing

Unfortunately, it is just the nature of the industry that many of your requests will go unanswered. However, do not be disheartened. A highly personalised email has a higher chance of a response, and even if a placement isn't forthcoming, some kind souls may even give you some advice or feedback.

My closing advice is to personalise your enquiry as much as possible with *genuine* insight, demonstrate your passion and write with personality.