



# 2<sup>nd</sup> Transit



## Deanson Lee

Senior Planner (Mindshare)

Having graduated from Curtin University two years ago, Deanson managed to snag his current job as a media planner at Mindshare through the help of an ex-classmate. This further highlights the importance of building one's own network.

The meeting with Deanson and his colleagues allowed me to have a better understanding of the realities of the working environment. The main takeaway of this interview is that many companies are very particular about their hiring process. As such, it is important to prepare for an interview and ace it, in order to maximise my chances of getting hired.

## Boarding Instructions

1. Don't lose hope even if companies don't respond to your resumes
2. If a particular company isn't able to offer you your desired position, you could still join them and try to get a department transfer from within
3. Preempt interview questions and answers prior to interview



IMMIGRATION

ARRIVED  
10 Sept 2013



# Gerald

## Entrepreneur

Gerald is an entrepreneur who has dabbled in a variety of fields such as; Advertising, Events and Trading. He made his first million at a tender age of 26 and hasn't looked back since. However, his path to success hasn't been without its fair share of ups and downs. He is thus a good candidate for any young adult to learn from.

# 3rd Transit

IMMIGRATION

DEPARTED  
10 Sept 2013

Gerald's life experience emphasised to me that I should try to see myself as being older than what I truly am. Being 24 this year, I am already trailing my female classmates by 2 years because of my NS obligation. Adopting a more mature mindset would thus minimise the likelihood of me from making mistakes that young people are prone to making in their careers, such as; not valuing money/success and not working as hard as I should to achieve success while I'm young.

## Boarding Instructions

1. Find a benefactor. If chosen properly, this person could help to cut short your career path
2. Adopt a mature frame of mind because employers value mature employees
3. Pursue your liking/passion and money would naturally follow you



# Introduction of Speaker...

Mr Deanson Lee, a Curtin graduate who is currently working in a global media agency Mindshare as a Senior Planner in the digital media team. His roles is to plan and manage client's digital media campaigns, leveraging, building and negotiating with media owners, calculating rates, budgets, and ensuring that ads appear as specified.

He sees career prospect in his current job as digital media as it is the next faster growing media across the global now due to the advancement in technology. As a Senior Planner, the type of media platform that he have selected for client is very much data driven and client are able to justify their return on investment on their media buy.



# Learning Points from Deanson's interview...

- Believe in **99% effort** and 1% heart
- **Be prepare** for an interview and do not be late
- Prepare resume in an **attractive way** but **do not overdo it**
- Develop **interpersonal skills** and **analytical skills** will build an advantage in your career
- Practice **critical thinking skills** will assist in your job interview
- **Practice your speech** in advance prior to the interview



# INTERVIEW 2: GERALD AKA THE ENTREPRENEUR



Been through the ups and down of life, Gerald's first advice for us was to identify a benefactor (guiren) in our working lives. Then the person call lead you on like a surfer following the wave. Just like Retainna, Gerald also reminded us to build connections everywhere we go, even just interacting with the most trivial characters in life.

## LEARNING POINTS

1. Never be worried about your career, but always be **DETERMINED & DECISIVE**

2. **NEVER** compensate an opportunity to work with a prospective company for higher salary in a "Sweatshop"  
Always start low, THEN fly higher!

3. Start your connections since young, but always **BE REAL, BE YOU!**

4. If you cannot convince, **CONFUSE.**

5. Always see **CLIENTS AS FRIENDS & BE SINCERE.**  
Focus on the people that really matter to you.

6. Have a **MATURED** mindset. Add 3 years to your mentality in making decisions.

“**DON'T WORRY ABOUT WHAT TO SAY, BUT WHAT PEOPLE WANT TO HEAR**”