

**Chapter 19 Advertising
Career Chatroom Career Profile**

**Deborah Narine
President & Founder, SpyGirl Productions**

Q What do you do at work?

A SpyGirl produces compelling commercial and corporate film and video that make a difference. We are a small shop, so I am involved in every step from concept to post. I develop, research, interview, film, direct, and edit—I am very hands-on. I started this company to build advertising campaigns that find emotional connectivity between the viewer and the product or service. Our clients have included Nike®, Starbucks®, and Microsoft®, as well as Seattle Cancer Care Alliance, Oregon Humane Society, and Committee for Children. SpyGirl is built on two platforms. First is to find unique, provocative, and dynamic ways to deliver clear messaging to our audience—to get to the heart of solving a problem in a new way. Second is to help women, children, and communities in need find their way, so they can stand up with dignity and run bravely into whatever future lies ahead.

Q What was your first job in marketing?

A I was a bit of a smarty and got into this business at 16. I was born in Trinidad and grew up in Canada, where my first job was in the billing department at an advertising agency. But I became bored with that and eventually got a job in the broadcasting division of a retail agency, where I shadowed a busy executive producer. Within a year, I was producing some of the biggest ad campaigns, such as Esso Oil. I worked at a few top agencies before starting my own company.

Q What skills are most important to you?

A Creative and strategic skills are essential, as well as being committed to your work. Determination, and being able to learn and grow are also important. I believe my productions are successful because they examine relationships, question how people feel, and ask, “What would I do?”

Q What is your key to success?

A Believe in yourself, care, and speak from the heart. Don't be afraid to delegate. And listen to people. Let them make it their own and be proud of themselves.