

## EM'S INTERVIEW WITH

### Did you seek out the EA career path?

When I graduated from university with my degree in English literature, I applied to nearly 350 jobs. It was during the recession, so I was up against four years of unemployed job seekers. I started working in retail and continued social media on the side - something I started at age 14. One day, I walked into a bookstore and asked for recommendations. The attendant suggested John Green's book Looking for Alaska. I loved it, and immediately wanted to know more about the author. I started following his blog, and over time we bonded online.

In 2008, I attended a Harry Potter Convention in Chicago and saw that John was doing a reading nearby. That was the first time we met in person and have been firm friends since. In 2012, I mentioned that I was job hunting, and he offered me part-time work as a second assistant while I searched. As his career grew, he realized he needed more help. Ever since, it has been an invaluable experience where the more I put into it, the more I get back.

## ... AN EA ON THE RISE!

### What we learned:

- ★ As an EA, your boss is essentially a mentor that is showing you how a career can be dynamic.
- ★ Wellness for the EA and executive is as crucial as breathing. High-stress people are easily irritated and that can set the tone of your day. Exercise, drink water, know when to ask for help and take proactive steps to get it. She even suggests speaking to a therapist once a week to work through the stress of carrying around loads of sensitive information.
- ★ Experience trumps education. Executives look for the strange skills you learn in the field & how you communicate those skills to others.
- ★ Climbing the ladder takes great office skills and authenticity, so take initiative and be genuine!
- ★ She FaceTimed with Taylor Swift while hanging with Cara Delevingne on the set of Paper Towns - all in a day's work for this all-star EA.

## INDUSTRY SP TLIGHT: ROSIANNA HALSE ROJAS

**Industry Expertise:** Publishing/Social Media

**Favorite Piece of Advice:** Be solution-driven. Approach new situations and people with an inquisitive mindset. A problem solver approaches life with a healthy attitude. It not only removes the pressure, but it also allows you to exercise the creative problem solving muscle in your brain and offers an opportunity to grow.

**How Do You Decompress?** It's so cliché, but A CUP OF TEA! Mint & no caffeine. A bath. I try to shut my computer an hour before bed. And I love watching The West Wing. I know it by heart.

**Guilty EA Pleasure:** I move a lot, so if it isn't tossed, it is labeled with intense detail and context.

**Location:** London, England

**Favorite Productivity Tool:** I still love old fashioned to-do lists - by hand & by email. I think Google Drive is brilliant. It allows everyone to work on the same documents from different locations and anyone can use it. I've also grown quite fond of office instant messaging systems. It allows us to keep track of who is doing what and keep a log of our conversations without adding to our inboxes.

**Tool Wishlist:** I'm not crazy about project management or to-do list software. It never does what you want or need it to do, so it rarely stays up-to-date. I'd love to see more ways to integrate healthy habits into my day. Recently, I've been trying to integrate more exercise and mindfulness.