

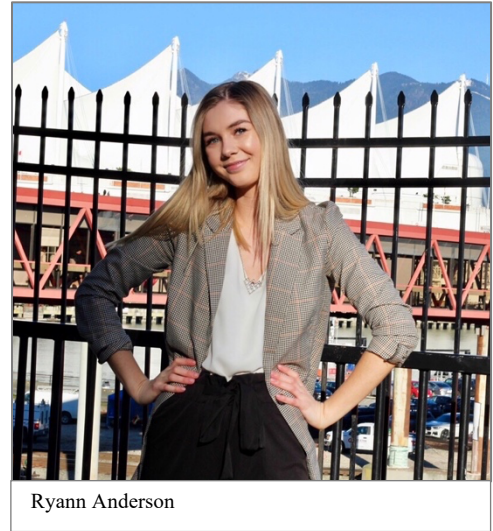
## **Where Can UVic English Take You? An Interview with Ryann Anderson (BA 2019)**

### **What is your job?**

I'm a Publicist at an agency that represents authors and publishers.

### **What led you to pursue an interest in publishing?**

Growing up, I always thought I wanted to be a writer. I had a love of books and literature and knew that I wanted to work in that world. But when I got to UVic, I realized I was more interested in the behind-the-scenes side of the industry. I had done a few marketing and communications co-ops, so I took the skills I built at those and started looking for ways I could apply them to books.



### **What does a typical professional day look like for you?**

I split my time between online marketing and traditional PR, doing anything I can to spread the word about the fantastic books and authors I work with! I communicate with media across the country, coordinate interviews, plan book launches and events, design ads, write for social media, and work with a lot of bookstagrammers to share our titles online.

### **What's your favourite part of your work?**

Helping authors shine. I come on to a project when writers are in a really vulnerable place—they're getting ready to send their book out into the world for reviewers and readers. I'm there to support them through that time and help tell the world why their work deserves to be read.

And of course all the free books I could hope for!

### **How did UVic English help prepare you for this work?**

My literary and theory courses gave me an opportunity to deepen my appreciation and understanding of writing. They helped me get to know how literature and storytelling work and introduced me to some of my favourite writers.

I also took many professional writing courses through UVic English, which helped build the skills I need as a marketer and publicist. I'm very thankful for all the research, reading, and writing that I was able to complete during my time at UVic that honed the skills I use in my professional career.