



Creative Careers

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I have always seen myself as creative, but never thought that would lead me to a job in finance. In fact, I would go so far as to say it was my creativity that sets me apart from others in the same field.

An unexpected route into finance

At school, I chose a mix of creative and not-so-creative subjects. I did drama and resistant materials (what people would now call woodwork) at GCSE, and then studied philosophy at university. After graduating, I worked in advertising. It was fine, but just not quite 'me'. Then, the pandemic hit, making the job market very unstable.

It was from this uncertainty that I landed the role that changed everything - an Audience Development Executive for a financial services publication. With no experience required and a mix of creative and office-based work, I went for it. The role involved, among other things, hosting podcast episodes, which caught the attention of my current company, Plannex. They liked what I was doing and asked me to join them.

"I took a job I didn't even know existed."

Now, I manage and create content for a community within financial services, covering a wide range of topics. I make podcasts, write articles, interview financial advisers, host events and facilitate different training sessions for people in the industry.

People often have a limited idea of what constitutes a 'creative career'. They think of artists or musicians, but creativity shows up in many forms. In my role, it's central. I have

the freedom to pursue ideas that interest me, experiment with new formats, and explore different avenues without feeling overly pressured. That autonomy is one of the main reasons I love working in this job.

The creative skills behind the job

Most of what I do is creative. It's all about lateral thinking: figuring out what a community needs, what content to create and how that should look, which platform to use, what resources are required, what an event should look like, and who should speak.

I'm lucky to have a brilliant team for visuals and design too, but creativity isn't just about making things look good - it's about solving problems, coming up with ideas and bringing them to life.

How school subjects shaped me

Doing creative subjects teaches you to fail safely. The stakes aren't as high as in maths or science, where there are clear right or wrong answers. Instead, you can explore, experiment and figure out what works.

My love of drama has also led me to become an award-winning stand-up comedian. Without the confidence and curiosity that came from experimenting and performing, I'd never have pursued that side career.

The creative skills I learned at school - from creative writing and lateral thinking to teamwork and resilience - all fed into writing and performing my own shows. Those same skills are just as important in my day job at Plannex. Whether I'm hosting a webinar, leading an event or presenting to clients, it's still about engaging people with confidence and creativity. My work in comedy enhances my professional life, and vice versa: each fuels the other.

Getting creative isn't just good for your career; it's good for you. It builds confidence, boosts well-being and makes life richer and more fulfilling.

Finding inspiration

Nowadays, we're constantly stimulated by information and entertainment, so our brains rarely get a chance to wander. But boredom is actually really important for creativity! Taking time away from screens, spending time outside and simply observing the world can spark new ideas. Watching other people's creative work can also be a huge source of inspiration.

Why creative subjects matter

Creative subjects are some of the most useful for building a fulfilling life. Too often, the focus is on the next step or planning a clear route through, rather than developing a versatile skill set.

Creativity teaches you how to problem-solve, work in a team, adapt when things change and communicate with impact — all skills that are essential in a shifting job market, especially with AI now able to support routine tasks.

“AI can write articles, but it can’t replicate originality or creativity.”

That’s what makes human creativity irreplaceable. Studying creative subjects alongside functional ones is what gives you flexibility, balance and the kind of thinking machines can’t match.

Looking back, I never planned a creative career, especially not in finance. But every creative subject I studied, every performance I gave and every risk I took built the confidence I rely on today. Creativity opens doors you didn’t even know existed – and that’s what keeps life interesting.

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