

Interviewer: Hi. Could you introduce yourself and your title?

Guest: Yeah. My name is Anna Culver and I am PR slash content creating doing social media for Robert Half in Austin, Texas.

Interviewer: Nice. And how did you get into that?

Guest: um I did PR internships throughout college. I had a connection from a girl that I wrote a feature profile on in college and she had worked for Robert Half. So through that connection I got reconnected with her after college and she found she was able to help me get an interview and I started working there.

Interviewer: nice and what did you do directly after college then? Because it sounds like you had a little bit of a gap.

Guest: So I actually decided I was going to go to law school because that was a plan throughout college. But after a year of law school, I kind of realized that PR was more of my thing. I was better at it, not as time consuming and I knew I wanted to have a family and real social life and not be stuck, trying to build my way up as a lawyer after that. So I kind of fell back into PR, moved back to Austin and that's where I got connected with her.

Interviewer: Yeah, nice. And was there anything uh in college specifically that kind of made you just realize that like PR was something that you wanted to pursue, but like there was something calling you towards maybe pursuing that like other life for a little bit?

Guest: Yeah, I thought I always wanted to go to law school because a lot of my family or lawyers, my brother went to U Miami. So I wanted to go there and I took a lot of legal classes through like through college at Texas, thought that that's what I wanted to do, but I was majoring in PR the whole time because I knew I would always want it as a backup plan because I'm very people person I talk. I'm good at that side of things so I knew that I would always be able to find a good career in it. And I did intern, I did PR for a actually a swimwear clothing brand in Miami after my sophomore year. So that was kind of when I figured out that I was actually good at it. I could actually make a career out of it, so that's when I started kind of debating back and forth, like what I would really want to pursue.

Interviewer: Yeah. um and then I guess more on the creative side, what kind of sparked you to, you know, pursue that internship with Swimwear?

Guest: Honestly at the time, I was kind of just taking whatever I could get. I had friends that lived in the area and I basically just applied to about over 40 internships, both legal and PR. And I ended up getting one with this brand that's stationed in Miami and I get to be a part of like doing the shoots with the models, doing content creating, like planning out events, like planning out what they're going to do in the future with their clothes. So it kind of gave me a good experience on, like, real hands-on what it's like to do PR with a brand instead of more of it being a firm, if that makes sense.

Interviewer: Yeah. um and then you mentioned that there were friends in Miami um where did you grow up?

Guest: Is it that area or no, actually I grew up in East Texas, Tyler, Texas, but I strangely enough, a lot of my friends went to college at U Miami and then one of my siblings also went there. So over time, just met more people there and I enjoy going there just because it's far and it's different than Texas.

Interviewer: Nice. um and then moving more into the current uh day, what do you do in your day to day?

Guest: I am in charge of their tik tok account Instagram account and so I basically just create content, make reels, make videos and try to collect new clients. That's basically it.

Interviewer: Yeah, that sounds so fun. um and then I guess like how do you come up with a that new idea? um, for the content? um do you find yourself to be someone that's super creative?

Guest: Honestly, naturally, I'm not the most creative, but I would say I'm in tune of like what I think the stakeholders would want to see and want to hear to be attracted to that sort of brand, if that makes sense.

Interviewer: Yeah. And what has been your biggest takeaway from the current role

Guest: I would say my biggest takeaway is just that hm, that's a hard question. I think I I like it a lot. I love talking to people, but I think it's important to learn to balance. like, your work life with your personal life as well. Like the hours can wreck up super easily and I can find myself like getting caught up in the work for weeks and I'll look up and I haven't talked to a family member in a while, so I think my biggest takeaway ever since I've started this job in specific has been able to let me focus on like still like living my life, not just all about work, which was an issue I kind of had before of that makes sense.

Interviewer: And then, what would be your biggest piece of advice for um a young college student?

Guest: I think I would say it's cliché, but the connections really are everything. Everyone kind of just tells you do LinkedIn, connect with everyone, meet with professionals, take them to get coffee and it sounds so basic and you don't wanna do it, but it honestly is everything because that's how I've gotten all of my internships and jobs to this day. So I think it's also important to once you're in my place, take that in regard for people that maybe when I connect with you that are younger because that really is a huge part of building your career.

### Delayed Lead

Anna Culver sat in her Miami apartment, surrounded by law textbooks, feeling a growing sense of unease. Despite her family's legacy of lawyers, something about this path felt off. It was during a late-night conversation with a friend that she realized her true passion lay elsewhere.

### Focus Statement

Anna Culver's journey from aspiring lawyer to PR professional highlights the importance of following one's true passion and the power of strategic networking.

### Body

Anna Culver always thought she would follow in her family's footsteps and become a lawyer. "I thought I always wanted to go to law school," she said, "but I was majoring in PR the whole time." Her natural people skills and a degree in public relations from the University of Texas at Austin provided a strong foundation for her career.

An internship at a bikini company in Miami after her sophomore year solidified her interest in PR. Despite her initial plan to enroll in law school, she felt a growing

disconnect with the path she was on. "I kind of realized that PR was more of my thing. I was better at it, not as time-consuming, and I knew I wanted to have a family and a real social life," she said.

After a year of law school, Anna decided to move back to Austin. Leveraging a connection with a former interview subject who worked at Robert Half, she secured an interview and eventually a job at the agency as a social media content creator. In her current role, she manages social media accounts, creates content, and engages with clients. "Since I've started this job, it has allowed me to focus on living my life, not just all about work," she said.

### Conclusion

Anna's story underscores the significance of balance and networking in one's career. "The connections really are everything," she said. Her journey from law school to PR professional serves as a reminder to follow one's passion and the value of building and maintaining professional relationships.