

# Arthur: be open to opportunities

Passionate about comics and board games, Arthur logically went on to work in the world of publishing. Yet for this marketing professional, the first job search was not necessarily easy. Bob allowed him to realise the importance of network and the need to be open to all opportunities.



30. This is the number of comics that Arthur is able to read in a month. And we must add to that the novels he devours regularly. As a matter of course, this great reader today works in the marketing of the publishing world. Yet despite all these skills, the job search has not been a bed of roses for this former inhabitant of Nantes of 27 years old.

**“Job search is a difficult moment when you can quickly toughly call yourself into question”**

Graduate of two IAE in marketing, with a specialization on youth products, Arthur entered very early and without difficulty in the world of work and publishing. Following his first internship with a leader in the sector, he naturally continued in apprenticeship, fixed-term and then open-handed contract in the same company and without having to seek an offer. He is then project manager and becomes the "conductor" of the promotional activities of many extracurricular books published each year.

Arthur likes his work, but he also has a great personal in mind: going on a trip to the other side of the world with his girlfriend. Australia, the Philippines, Indonesia, Vietnam ... He decides to leave and travels to Oceania and Asia with the aim of living in the moment.

**“ It was the moment or never to live this unforgettable experience ”**

Upon his return, Arthur must naturally seek a new job. Despite his interesting profile and his project management skills, the search drags on for a little too long. From absence of answers to emails without reply, Arthur gets impatient and turns around. While listening to the

Nouvelle École podcast while playing a video game, he hears about Bob. He immediately stops his game and tries the website.

Given his situation, Bob suggests that he changes his jobsearch methods and rely mainly on his network to accelerate his return to employment.

**“The positive and warm tone of Bob surprised me. The incentive to embark on personal projects in addition to my job search also resonated in me.”**

Arthur starts to try a little harder with his network, and manages to get some more conclusive interviews.

**“ I would never have had these interviews if I had not leveraged my contacts to pass my resume.”**

And then, he finally wins a position in transversal marketing in publishing thanks to two former colleagues. Today satisfied with his position, he is in charge of the logistics of promoting publications.



This fan of Batman retains many lessons from his period of job search: it is essential to open yourself to opportunities and mobilize its network to facilitate and accelerate the return to employment.

For now, Arthur wants to take his time and learn new skills useful for his job and his future. In the longer term, he is also thinking of getting involved in publishing board games with some friends.

**“I don’t believe in pre-decided career paths.”**

That’s good, because neither does Bob team.