

# Tyrell William Lisson

(he/him)

## »»» Interview

### **Hometown:**

Dundas, Ontario

### **What is something people may not know about you?**

I run a music history podcast called The Band: A History, exploring the music and history of the Canadian-American roots rock group, The Band. It's been a passion of mine for several years and we have a wonderful community online.

### **Describe your career path?**

I started as an intern and then junior producer at a boutique photography studio, I helped establish the video portion of the studio before leaving for WE Charity. At WE, I started by producing branded activations which involved all the creative and execution of branded content at events, on social and video. I then established the in-house video and visual team for WE Day. I was producing, shooting and editing branded video and visuals and documenting amazing youth stories across the world. I now work at Big Red Oak, a creative agency. My role entails working to build and nurture our creative roster (producers, videographers, designers, editors, etc.), develop creative processes and assist in leading creative strategy for the company. It's a broad role with many different responsibilities and it's been fun!

### **What do you like about what you are doing now?**

I get to solve creative problems daily and I get to work with our roster of creative talent who are all dedicated and talented. There are two things I love about this space, the people and the daily problem solving. My experience as a producer has allowed me to see so many different situations, so at Big Red Oak, I get to help our teams solve issues and come up with creative solutions for our clients.



**What is your greatest professional, educational, or community accomplishment since graduating?**

My greatest professional accomplishment is being nominated for a Canadian Screen Award. My greatest educational / community accomplishment is mentoring and talking to students at Brock in CPCF.

**How did your education with CPCF prepare you for what you are doing today?**

My education with CPCF allowed me to experiment, build connections and learn. Throughout your entire life you are going to make mistakes, CPCF is a great place to learn, grow and make mistakes. That way you are prepared well for your future.

**What advice would you give current students or recent graduates interested in pursuing a career in your professional field?**

Build connections with your peers, friends and family. You need each other in order to thrive. Skill is important, but communication and building meaningful relationships is key to our industry. Also, don't be afraid to think outside the box, or break "rules" that will help you stand-out and lastly, be bold. Reach out to people you admire on Instagram, Twitter or LinkedIn, a lot of them are willing to engage with you.

**What would you look for if you were in the position to hire new graduates from CPCF?**

I hire all the time, so reach out! The two things I look for are the eagerness to learn and a positive attitude. Most skills can be taught, being willing to learn is key. Your attitude will be important as most places in our industry look for "culture fits" people who will get along with their fellow employees and peers.

**What brought you to Brock and to the CPCF department?**

Outside of multiple family members attending Brock in the past, CPCF specifically offered a diverse education. There are so many interesting courses!

**What advice would you give to someone who is considering pursuing a CPCF degree?**

Take advantage of your professors. Their office hours are insanely valuable. I learned so much by talking to my professors during their office hours!