

I'm a genius, really. No flaws, no weaknesses – all awesome. Or so I would like people to believe. Reality doesn't seem to agree, but I like to prove it wrong. This is why I would fulfill the role of account planner so well. My controlling, assertive behavior would perfectly meet the heavy demands of research and psychological profiling necessary to determine consumer wants and needs before they are realized. But why would I want to work a job that emphasized my analytical retentiveness to such an exponential degree? Truth of the matter is, while a detail-oriented mind such as mine is crucial for many tasks required in an account planner, molding it into a role filled with a myriad of decisions can quickly overcome a person. It is because of this that I truly believe I would rather work as a copywriter. While still loaded with choices, this job would provide a creative counterpart to help in the decision making process and allow me to balance my strengths and weaknesses, no matter how perfect I believe I am. Life is, after all, about balance.