

## *Canada's Investment Industry Faces*



### **Helen Campbell**

**Marketing & Business Development Specialist**  
**Burgeonvest Bick Securities**  
*Hamilton, ON*

#### **How long have you worked in the industry?**

I began working in the investment industry back in 2008.

#### **Please tell us about any volunteer activities you may be involved in.**

I sit on the board for an amazing group of musicians for the HASJB (Hamilton All-Star Jazz Band), where I volunteer my services to help drive social media and high-end marketing hand-outs. I participated in the Relay for Life for a few years and help with my local community food drives. I would love to get more involved with Youth at Risk, so I will most likely be researching how I can be of assistance in that area when I am able.

#### **Please tell us a bit about your average day in the office.**

My day is ever changing. I begin by prioritizing emails and deadlines for the day. I will then scope out the social media outlets that we use (twitter, LinkedIn, Facebook), quickly peek at our website analytics and read the latest financial social media trends. (One of my favourite sites is “Mashable”.) I try to get in front of the advisors on a regular basis to ensure I am doing all I can to help increase their profile awareness.

#### **What drove your interest to work in the investment industry?**

It found me, to tell you the truth. I was scouted and asked to complete an employment profile – turns out I was highly suited.

#### **Do you find the work you do satisfying? If yes, why?**

My work is challenging, but when an Advisor tells me they received a new client due to their visibility (a website we created) or a client tells them they saw our commercial on CHCH it brings me an enormous amount of satisfaction. Also, many of our advisors are just beginning to embrace social media and I get calls from them telling me they have new followers and it's great to hear the excitement in their voices. Our All-In Marketing program offers the participating

Advisors many advantages of a hands-on personalized approach. I will meet with them when it's convenient and sit down and really listen to what they are looking to accomplish. Together, we formulate a plan that is tailor-made to their practice. Our Investment advisors here at BBSL are diverse, however, the one constant is their real desire to help their clients. It was easy for me to implement our Mission Statement of "We're Here to Help" because we really are. We have a great team here – our seven branches come together to support one another at our Annual Conferences and PD (professional development) days, as well as many sponsorship volunteer teams for Around the Bay or Ride for Heart. They are a great bunch.

**How do you see the industry helping investors and the Canadian economy as a whole?**

The investment world has changed for the better (in my opinion). Investors today are better protected with the regulations put in place to ensure they are receiving the best financial advice available to them. We live in a money-driven society that relies on investors. Smart financial decisions make for a healthy economy.

**Would you recommend a career in the investment industry to a young Canadian considering his/her career options?" If yes, why?**

It isn't an easy career choice, but like anything worthwhile, hard work, dedication and the real desire to improve someone's life will be a fulfilling one.