

Work in the World: Turning Talent into Advocacy and Change

by Brian Hutchison, Ph.D., CCCE, ACF21

Isabel Agustina has always loved film – especially feature documentary films that challenge the status quo by illuminating those affected by unfair policies and treatment. This UK based freelancer has *not* had a direct career journey thus far. In fact, she described her 10-year professional career as “a series of loop-the-loops... eventful yes, but clear on where things will end up... not so much.”

The pandemic is her second experience of a global crisis affecting her career, the first being the financial recession that greeted her after graduation from university in 2011. After a few years of teaching English in Mexico and Argentina, she returned to London where she went on the “hunt for skills” in jobs that could lead to work in the creative fields. Do you need Isabel to film something? Check. Edited? Check. Copywritten? Check. Marketed? Check. She can do it all.

Isabel’s hustle eventually led her to full-time work culminating in a position as the Head of Video at Conran Design Group. My sense from speaking to her is that Isabel had fulfilled the promise that society had made to her: work hard, get a college degree, gain experience, learn skills, and get a permanent type job that is related to your interests. Yet, there is something in Isabel, it becomes evident within moments of meeting her, that speaks to a passion for something more and a burning desire to impact the world through storytelling.

It came as no shock to learn that Isabel had quit her job in February 2020 to pursue documentary filmmaking full time. The pandemic actually created some time and space for her to identify and address personal issues that were holding her back from achieving her career goals. She sees her 30’s as a time to “really curb her ‘grass is greener’ instinct and narrow focus” to what she wants to do, and create, in the world. I would say this approach is working splendidly!!

As a freelance video editor, she has made films addressing issue such as [self-employed market vendors](#), [eliminating food waste](#), and [cancer research](#). Isabel is now learning the skill of pitching projects as she works to procure funding for her own projects. Her current project, [Save Latin Village](#), is an exposé of gentrification and corporate greed behind government sanctioned ‘urban regeneration’ projects in London, focussing particularly on the displacement of London’s Latinx community.”

Finally, I think all readers will be interested in another project in the works called Isabel Needs a Job. This film is “the first in a



Isabel Agustina in action while on a documentary shoot.

series attempting to demystify the fraught process of job hunting, documenting my attempt to secure a job with the help of expert careers advice. The following episodes would each feature a new jobseeker with a different background and skillset, to highlight the particular hurdles they face.” I know we will all be excited to see this representation of our own work as careers advisor, coaches, and counselors!

Leaving my interaction with Isabel Augustina left me with a deep sense of pride and hope for younger generations coming out of the pandemic. From her courage in leaving the UK to live in the Americas, to “skill hunting” within the realm of her true passions, to her sheer bravery in leaving stable employment at the beginning of the pandemic – I am so hopeful knowing that there are people in the world like Isabel.

To follow Isabel Agustina’s career journey into the future, visit <http://www.isabelagustinabarker.com/>

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