

Clinton Waters, B.A. Creative Writing, 2012

By Max Chambers

Jr. E-Commerce Specialist, Inked. Influencer Commerce.

"I had no clue E-comm Specialists even existed before I went down this path, so I didn't envision [having this job], but it's been a wonderful surprise."



Clinton Waters graduated from Western Kentucky University in 2012 with a bachelor's degree in Creative Writing, minoring in German. He is currently a Junior E-Commerce Specialist at [Inked. Influencer Commerce.](#), a company that partners with businesses to grow their brand and marketing efforts.

As a Bowling Green native and a graduate of the Governor's Scholar Program, Waters knew that WKU would be the perfect place for his bachelor's degree. Waters considered becoming a Theatre major but found the English major too compelling to pass up. "Once I started taking English courses, I fell in love with Cherry Hall, discussing literature, and writing works of my own," said Waters.

Waters values the constructive feedback and mentorship he received from his WKU professors. "I will definitely cite Dr. Tim Straubel, Dr. Angela Jones, Dr. Kristi Branham, Dr. David Bell, and Dr. Molly McCaffrey for encouraging me in my endeavors and providing counsel," said Waters. He also values the diverse array of course offerings within the English department. "*Gay & Lesbian Literature* with Dr. Endres helped me be confident in writing with my LGBT+ voice, *Professional Writing* with Dr. Jones helped me learn the difference between writing in a professional setting and a personal one, and *American Literature* with [the late] Mary Ellen Miller helped me in reading things I normally wouldn't pick up (you don't always get to choose what gets sent to you at work)," said Waters.

After graduation, Waters held several odd jobs before finding his niche at Inked. "I have bounced around a lot over the last few years: a video game quality assurance tester, a barista, a preschool teaching assistant, a call center representative," said Waters. "But I've finally landed at Inked Brands, which has been everything I've

wanted in a job.” As a Junior E-Commerce Specialist, Waters says, “I essentially communicate with other departments to get Facebook and Instagram ads running for our clients and their products.” Waters’ English degree helps him write in many different styles, which is essential for creating ads for diverse clients and products. The communications skills strengthened by his English degree are essential in company communications as well.

In his free time, Waters enjoys playing games, “board, card, or video.” He also plays Dungeons & Dragons with friends every week. His favorite book is *The Bell Jar* by Sylvia Plath. “It is a frank look at how mental illness can feel, and I remember thinking how it just made so much sense,” said Waters.

Waters recommends that English students take advantage of the peer support and feedback they have at WKU. “Be vulnerable. Write constantly. Let other people read that writing. It is a skill that has to be honed like any other, through practice. People who write for a living aren’t done with this process. Once you graduate it will be much harder to find a group of 20 other writers to sit in a room and give you free feedback. Challenge yourself with art, books, and films. Even if it’s garbage or it’s just weird to be weird, it will get you thinking. Above all, don’t be so hard on yourself. You’re doing great.”

