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# Nick Hajdu

## Founder, Navigate Video

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**Royal  
Geographical  
Society**

with IBG

Advancing geography  
and geographical learning



**Job title:** Founder

**Organisation:** Navigate Video

**Location:** London, UK

### How did you get to where you are now?

After university and a year teaching English overseas, I spent five years working at Rupert Murdoch's News Corporation across digital websites for The Times, Sunday Times, Sun and News of the World. I then moved into online search, working as Head of Europe for a pay per click search engine, that competed with Google, called Espotting.

I then moved into online video, joining video platform Roo media before leaving to set up my own business, a digital content agency called Adjust Your Set. AYS created video content for brands such as Marks & Spencer, British Airways, HSBC, Sotheby's, Barclaycard, Royal Opera House and more. We grew this business to 70 staff, turning over £10M per year. It was sold in 2015 to agency group, Oliver. From there started a consultancy firm called Navigate Video that advises brands on how to use online video.

**Was there anything particularly useful that**

**W:** [www.rgs.org/iamageographer](http://www.rgs.org/iamageographer)

### helped you get into this role?

Public speaking, joining clubs and societies and learning how to mingle in social settings and being comfortable talking to new people.

What do you do as part of your role?

I work directly with brand clients such as insurer AXA and drinks manufacturer Diageo, advising them on video strategy. We write and present strategy documents and provide practical help with video content they are creating and uploading onto their own websites, YouTube and other social channels.

I also run operations which means I have to oversee all financial matters, (invoicing, tax, salaries, etc), HR, tech, office and all day to day running of the business.

### What do you enjoy most about your job?

The fact that this is my own company means I have all the risks but also the freedom to spend time either in the office or working from home, spending time with my family whenever I want.

### What advice would you give to someone wanting to go in to this career?

- Have interests and hobbies – it's the first thing I look at on a CV
- Volunteer – it's the quickest way to finding a job.
- Volunteer more! Try to work for free at a bunch of different places; while still at uni if you can. They will consider you first (because they've met you) over any CV.
- Use your network. Mum, dad, cousin, neighbour, everyone you can think of. If you know them, you have a better chance

of getting an interview

- Use LinkedIn and Twitter. Follow, show interest and interact
- Start a blog about the things that interest you
- Work out a way to stand out from the crowd

### Why choose geography?

Geography equips you with all the skills needed for working life in general such as writing documents, doing presentations, critical thinking, the ability to challenge everything, asking questions, etc. It also gave me a core group of friends with whom I'm still in touch today.

Geographers are the nicest people – and they make great entrepreneurs...

One of a series of profiles of staff and students from Queen Mary University of London.

