

CAREER ROADMAP:

Advertising

Description of Field:

Advertising is a global and diverse industry in which the clients (producers) cultivate and their brand, image or messages through campaigns to specific audiences (consumers) through many different mediums. The culture of advertising is often characterized as fast-paced and on the cutting edge of pop-culture and technology.

[Learn more about the history, issues/trends, and career outlook.](#)

(Must be logged into UF George Smather's Library to Access)

General Skills:

Attention to detail, Conceptual thinking, Persuasive communication skills, Writing, Creativity, Strategic thinking, Leadership, Conflict management, Research, Teamwork, Good judgement, Ability to work well under pressure and deadlines, Relationship building, Salesmanship, Social media management

Insider Advice:

Create an online and print portfolio that demonstrates your writing and creative abilities. Be mindful that this field is highly competitive with tight deadlines and non-traditional hours, and be open to taking a lower-level position and salary and working your way up. Individuals have to be adaptable and capable of taking constructive criticism. As with any field it is important do your company research to ensure that you can align your values with the agency's and their clients.

Hot Topics:

Search engine optimization, Business-to-business, Vertical advertising



Learn about Yourself & Career Options

Examples of Careers:

Account Management, Consulting, Creative Services, Media, Sales, Research

Sample UF Majors:

[Advertising](#), [Business](#), [Digital Arts & Sciences](#), [Graphic Design](#), [Marketing](#), [Public Relations](#)

Career Planning:

Our [Career Planning](#) staff can help you explore interesting major/career options, prepare for and start an internship/job search. Log in to view the ways we can help!

Build Experience

UF Organizations:

[UF AD Society](#), [UF PRSSA](#), [Hispanic Communicators Association](#)

Visit [Student Activities & Involvement](#) for Additional Opportunities

Professional Organizations:

[American Advertising Federation](#), [Association of American Advertisers](#)

Sample Local Opportunities:

[Group 5 Advertising](#), [Frankel Media](#), [Liquid Creative Studio](#)

Prepare for Your Next Step

Sample Job Titles:

Assistant Account Executive, Account Representative/Manager, Creative, Consumer Research, Content Strategy Associate, Copywriter, Junior Art Manager, Junior Associate

Examples of Locations:

Full-service agency advertising, Creative boutique agency, Digital advertising, In-house, Media planning & buying

Sample Employers Recruiting at UF:

[Cramer-Krasselt](#), [CP+B](#), [Zimmerman](#)

Log into [Gator CareerLink](#) to search for employers hiring UF students and additional resources

Search for Jobs and Internships:

[Ad Age](#), [AAF](#), [LinkedIn Jobs](#), [Media Bistro](#), [Talent Zoo](#)