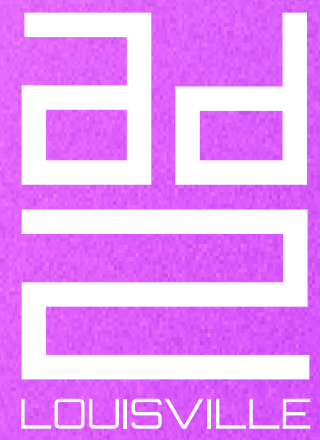




Ad2 PERSONAL DEVELOPMENT

3 PART VIRTUAL SERIES

Are you a STUDENT or young PROFESSIONAL interested in Advertising and Marketing? Are you currently interning or just graduating this year and wondering “what’s next?” This series is open to YOU and anyone else interested in cultivating a personal brand. Join us on Zoom from wherever you are.

We’ll offer some agency and real-world perspective, review your resume or portfolio, and chat about best practices. You’ll hear a bit about why joining Ad2 is a good move, and you’ll be considered to match with a mentor in our organization moving forward.

PART 1: Personal Branding / April 21

Hear from our panelists, to be announced leading up to the event, whose expertise include Recruitment and Hiring, Managing Accounts and Creative within an agency, local educators and leaders.

DISCUSSION TOPICS:

- What is a personal brand
- What employers want to see
- Building your presence on paper and online
- Creating an “elevator pitch”
- Social media as a resource
- Networking digitally and in real life (mentorship)

PART 2: Pitch! / April 29

Take what you’ve learned from session 1 and “pitch” your personal brand to members of Ad2. Feedback will be given in the form of one on one time, or breakout groups. We will review resumes and portfolios.

PART 3: Best Practices / May 4

Ad2 members will wrap it all up with recommended resume and portfolio direction and best practices for presenting yourself in person or virtually.



@Ad2Lou