

## How to get a job at an Ad Agency?

The first and foremost criterion for getting a job at an ad agency is having tons of creativity. Advertising business is all about creativity; once the creative juices begin to flow the rewards are overwhelming. A good degree can take you places. Any course or a degree at a reputed university or an advertising school is a big advantage. People with fewer resources can utilize the Internet to maximum, as lots of material regarding advertising is available online, learning from the comfort of home. Having internship experience counts when trying in an ad agency. Internship provides ample exposure to the advertising industry and basic training can be skipped after getting a job. It is better to opt for an entry-level position as this makes your foundation in advertising very strong. Many successful people are known to have started from the bottom most position. This provides us with an opportunity to work outside the job zone assigned which helps to learn the tricks of the trade. Even if future doesn't look bright enough in the present institution this experience will certainly count when looking for a job elsewhere.

The resume is an important part of the job search and should reflect the creativity of the applicant. It should be amusing and at the same time professional too. Addressing a letter to the Creative Director of the company can be of good help. Find out thoroughly about him before writing a letter, which might also help in creating an impression during the interview. If the response is taking time don't hesitate to post another letter. Calls are usually not appreciated as most of the people at an ad agency are busy round the clock and professionals at a higher position have to deal with many projects at once.

Look out for people in your the network which can sometimes fetch opportunities through references. These networks can be a source of information about the seminars, educational workshops and local advertising clubs. Doing voluntary work for special events will be worth the effort because if the work is really eye catching it will be appreciated by the guests who visited the event and one of them can be a potential employer.

If the big break seems real far its better to start freelancing rather than wasting time. Try creating original work and approach ad agencies and small business with your work. This can spice up the on-going job hunt. A graphic designer and a copywriter will have an advantage in this approach. If it's hard to get a start create spec ads. Spec ads are personal versions of a published ad. A little bit of twist can sometimes result in a better ad than the actual one. Even if it isn't this sure will bring you opportunities in small local businesses.

Start with businesses residing in your locality like the grocery store or the

butcher's shop. Later on approach television and radio stations. They always have vacancies for commercial writers and need a helping hand to develop programs. Since the income is less in these type of jobs its easier for a beginner to get a job.

At the end of the day passion for work really counts. Sometime or the other there will be an employer who will have respect for true passion and creativity and all that energy will give you that much needed break and take you places.

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