

Careers in Advertising, Digital Marketing, and Product Take Away

Alexei Pizarev

UC Santa Barbara Communication Alumni Council Virtual Career Series, , March 10, 2021

<https://www.comm.ucsb.edu/alumni/involvement/resources>

Skills That Will Help You Get a Job

- Digital Marketing – professional writing proficiency, graphic design, creative storytelling, presentation skills
- Advertising – professional writing proficiency, persuasion & negotiation, excel, personal organization, time management, presentation skills
- Product – project & team management, an interest in technology and improving products (UX, UI, function), coding is a plus

Job Titles to Search For

Digital Marketing

- Marketing Analyst
- (Product/Direct/Marcomm) Marketing Associate
- Content Strategist
- SEO Specialist
- Social Media Associate
- PR Coordinator
- Account Coordinator

Advertising

- Campaign Analyst
- Campaign Manager
- Associate Media Planner
- Media Associate
- Account Coordinator
- Account Associate
- Programmatic Specialist
- Ad Operations Associate

Product

- Product Analyst
- Associate Product Manager (if you can code)
- This is a position that you as a Communication major will most likely have to work into from another position. Startups are best for this.

Startup vs. Established Companies

Startups

- Allow for you to have a larger impact on the organization and greater visibility right from the get-go
- Onboarding, training, and operations may be disorganized. Lots of ambiguity
- Can be easier to move up the ladder, but sometimes may be more difficult if they do not have an established pathing process in place

Established Companies

- Allow for you to have a larger impact on the organization and greater visibility right from the get-go
- Onboarding, training, and operations may be disorganized. Lots of ambiguity
- Can be easier to move up the ladder, but sometimes may be more difficult if they do not have an established pathing process in place

What to Look for When Interviewing

- Does your potential manager seem genuinely interested in helping you succeed?
- Do the people you speak with seem to be disinterested or can you sense their excitement about the company?
- (When we return to in-person) Is the floor of the office silent or active with plenty of energy?

How to Read Glassdoor Reviews

- Take Glassdoor reviews with a grain of salt. Most people who post negative reviews are upset because they were fired, but some of them are genuine
- Concise positive reviews may be HR departments posting positive reviews to bump up their ratings
- **Solution:** Take note of the rating, and the types of negative and positive reviews. Find someone who you are connected with, went to UCSB, or a connection of a connection and request to chat with them. Ask them explicitly if these reviews are true or not. **Do not ask the hiring manager or recruiter;** they will give you the answer that is in their best interest (most likely more of what you saw on Glassdoor)

- When in doubt, check it out for yourself when you interview

Interview Dos and Don'ts

Do

- Research the company and ask intelligent questions about their products and offerings
- Highlight how work you have done in college (such as leading group projects, applicable course work) will set you up for success if you are chosen for the role
- If you have an internship highlight the skills you learned during your time. If the work was not applicable, talk about the general professional skills you developed
- Explain how hard you are willing to work to be successful and how eager you are to learn from your future team
- Come prepared with 10+ questions to choose from based on what you talk about in the interview

Don't

- Try to BS your way through an answer. If you don't know the answer, admit it and ask them to explain it
- Come unprepared and have no questions to ask your interviewers
- Forget to look at your interviewers' LinkedIn profiles
- Talk down about previous employers or people
- Be late

