Careers in Advertising, Digital Marketing, and Product Take Away

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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

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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