

Changemakers: Building your Personal Brand for Sustainable Employment

Recap and What's Next?

Recap and what's next?

This is the last session we have together before you upload your assignment submissions to **Turnitin**. Remember the deadline is:

1pm on 8th January 2026

We will be going over the two assessments a little later, but first let's recap what we have done.

Recap and what's next?

Please use this session to ask any questions.

You want to leave this session knowing exactly what is required and how to submit it.

But first:

What we have covered so far

We have looked at many topics that will help you prepare for the transition from university to the world of employment in the creative industries.

There has been a lot of information for you to take in and remember.

Use the PDFs from these sessions (download from Moodle) to jog your memory.

We have covered: Personal Brand

Your logo (if applicable)

Your personal brand's colour palette

Your personal brand's choice of font(s)

Your website layout

Your social media account deliverables (profile pictures, banner images, etc)

Your physical deliverables (business cards, portfolios, letterhead, etc)

We have covered: Web and Social Media

You should all be developing personal websites that are consistent with your personal brand.

You should also be thinking about a professional social media presence, again consistent with your brand, on the channels that will reach your target audience.

These two things will evolve throughout your university time and your careers.

We have covered: Researching your Industry

It is important that you start reaching out to, and interacting with, your chosen industries.

This will mean that following graduation you will be in a good place to enter the world of paid work.

And you will have an advantage over graduates from other universities that do not cover this.

We have covered: Researching your Industry



<http://www.thedrum.com/>

AdAge

www.adage.com

campaign

<https://www.campaignlive.co.uk>



marketingweek.com

www.marketingweek.com

ADWEEK

<http://www.adweek.com/>

digital marketing
magazine

www.digitalmarketingmagazine.co.uk/

We have covered: Researching your Industry



www.designweek.co.uk



www.creativereview.co.uk



www.marketingdonut.co.uk



www.marketerquarterly.com/



www.mandmglobal.com



www.impactbnd.com/blog

We have covered: Researching your Industry



theaoi.com/



<https://www.houseofillustration.org.uk/>



www.creativebloq.com/

It's Nice That

www.itsnicethat.com/

We have covered: Researching your Industry

CREATIVE **BOOM**

www.creativeboom.com/

ImagineFX

www.creativebloq.com/imaginefx

**DESIGN
JOBS BOARD**

<https://www.designjobsboard.com/>

COLLOSSAL

www.thisiscolossal.com/

Artists &
ILLUSTRATORS

www.artistsandillustrators.co.uk/

Illustrators

bookpalace.com/acatalog/Illustrators-Quarterly.html

We have covered: Researching your Industry

You should also be talking with people in your chosen fields/industries.

Ask for advice and feedback.

Start to build contact lists of people working in the creative industries.

We have covered: Intellectual Property Rights

What are the four types of intellectual property rights and what do they protect?

- **Copyright** ...protects the author
- **Trademarks** ...a distinguishing mark
- **Patents** ...protects invention
- **Registered Designs** ...protect appearance

We have covered: Exploiting your IPRs

We looked at how you could protect your intellectual property from infringement.

And also how you could exploit it through licensing to third parties.

Further Information?

www.ipo.gov.uk

www.dacs.org.uk

We have covered: Letters, CVs and Skills

We looked at writing letters in support of a job application and speculative letters.

We looked at creating your CV.

We looked at employability skills:

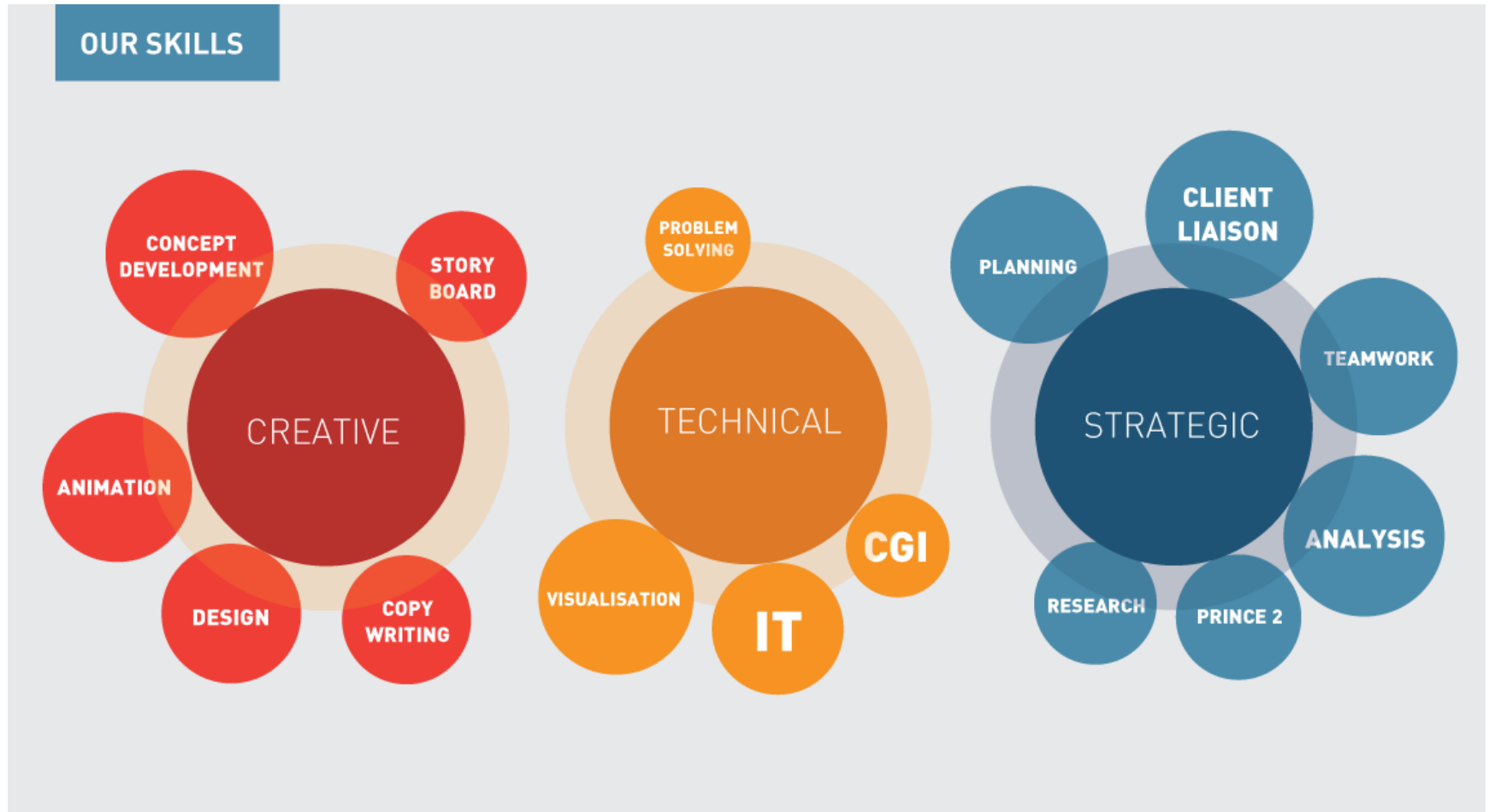
‘Hard’ Skills

Job specific skills such as software proficiency, design and illustration techniques etc.

‘Soft’ Skills

Skills that can be used in any job such as dealing with the public, working in a team etc.

We have covered: Skills Diagrams



We have covered: Job search

Where to look for advertised and ‘hidden’ vacancies.

How to find opportunities through social media.

Marketing plan for employment.

Networking and developing professional contacts.

We have covered: Insights from creatives

Rachael Wheatley from Waters Creative
<https://www.waters-creative.co.uk/>

Any Questions?

What will be assessed?
1pm on 8th January 2026

A reminder of what to hand in

Assessment One

The link to your website.

The Research PDF Page(s) with references included.

The development PDF page(s) with annotations about your decision making.

Zander letter (600 words).

A reminder of what to hand in

Assessment Two

**Your skills for employment and skills diagram(s)
PDF Page(s).**

**Personal Corporate Identity (your branding
consistently applied to physical and virtual assets).**

Marketing plan for employment PDF Page(s).

A reminder of what to hand in

Marketing Plan for Employment

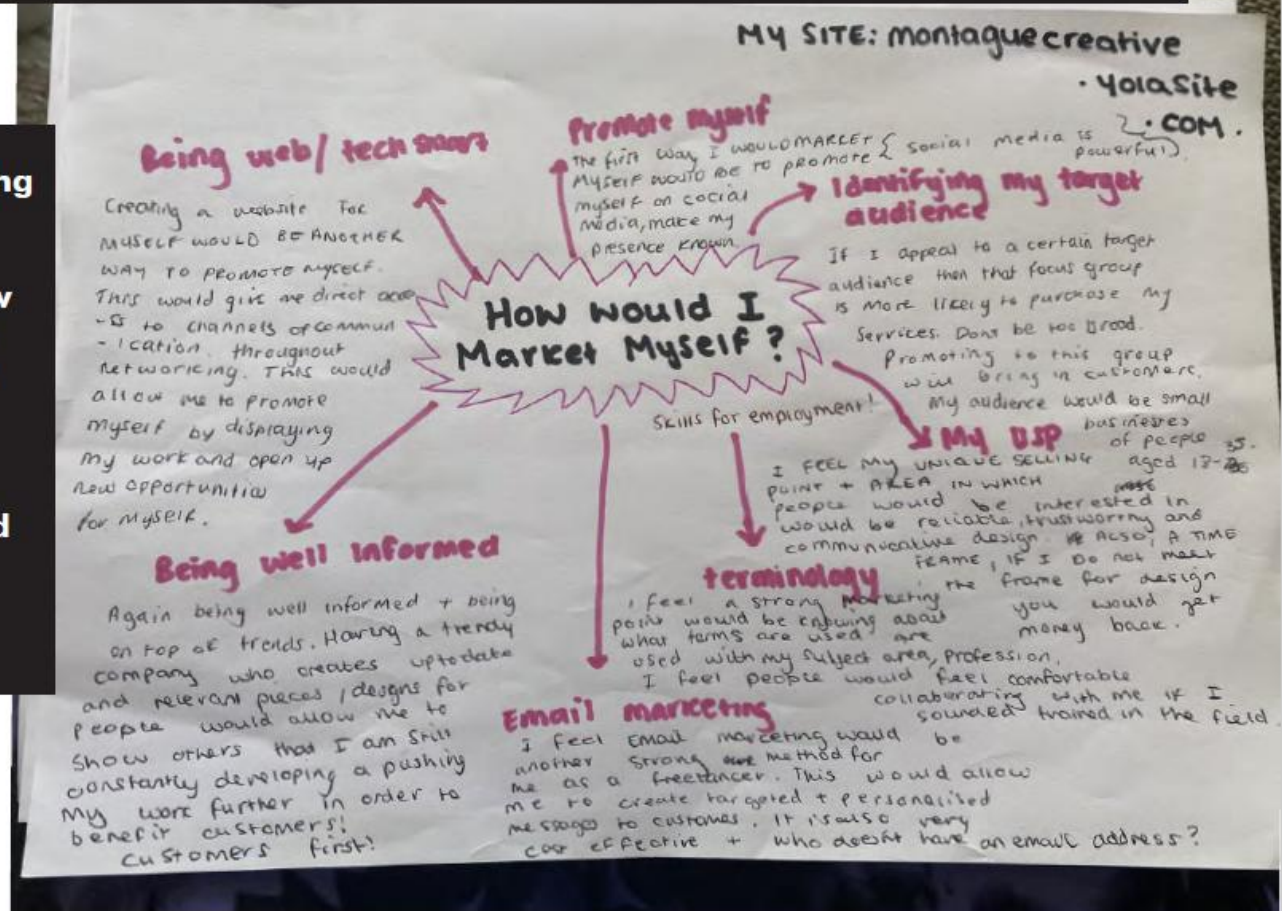
Review job ads for sample job descriptions and compare your skills, experience and background to the sample job description.

Include screenshots/URLs of your social media presence as well as your website.

Include any industry research/contacts/email or mail correspondence.

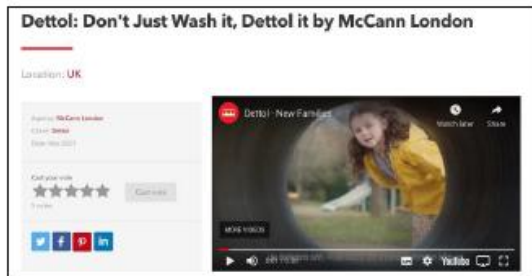
HOW WOULD I MARKET MYSELF?

Diagram highlighting areas in which I've looked at for development of how I'd market myself in preparation for my marketing plan.. I looked at areas in which marketing would be useful and how I can market effectively.



Pages I Subscribe to:

Below are some of the websites I have joined that I feel will help me with future work, jobs advertisements and interesting information regarding Advertising.

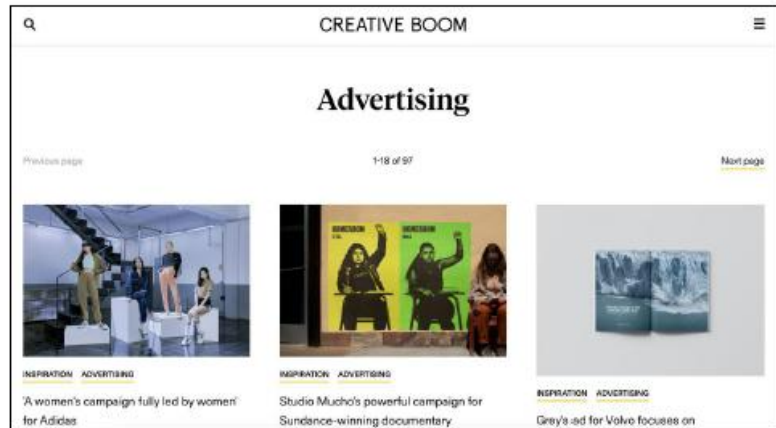
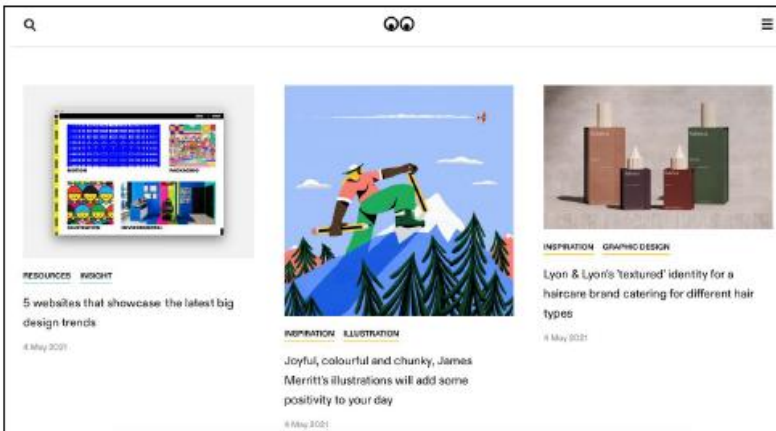


- The Drum, is a great website for advertising information.
- I like how easy it is to use and the bold black and red colours of site.
- You can watch and vote for upcoming new release advertisements, designs etc.
- You can also search archives for older work and submit your own if you want.
- These are just some of the Drum Awards that you can be entered that are more so relevant to my practice.



Pages I have joined/subscribed up to...

Creative Boom



- I like how the website uses the blank/white space.
- It is really minimalist which I like.
- I do not like being overloaded with too much information all at once, it just puts me off.
- I also like how the page title changes to little eyes when you scroll down and how they follow your movement!
- Creative Boom is great for separating the industries.
- There is a page dedicated purely to advertising which is great.



EPISODE 48
Shanti Sparrow on a more diverse creative industry and what we can do to spark change

20 April 2021



EPISODE 33
Debbie Millman on the beauty of mistakes and why having courage is empowering

25 January 2021

- There is a great pod cast section, with lots of different real life people experiences and advice.



EPISODE 35
Meg Lewis on building a personal brand and finding your creative superpower

25 January 2021

Job Ad Reviews



HomeOur WorkOur ServicesAbout UsNewsBusiness Contact

< Welcome page

Returning Candidate? [Log back in!](#)

[Ogilvy Vietnam] Senior Copywriter

2 weeks ago

Apply for this job online

Email this job to a friend

Share on your newfeed



Overview

We are looking for a talent **Senior Copywriter** who is curious, lively, full of life and looking for a fantastic challenge within an international agency as Ogilvy.

Responsibilities

- Receiving and discussing briefs on jobs from/with Client Service
- Generate ideas after understanding the requirements
- Create and produce efficient creative solutions, based on the agreed project brief in a timely and cost effective manner
- Responsible for the day-to-day activities associated with creative team
- Daily review of job status with the Creative Supervisor
- Work with Creative team to deliver high standards of finished work
- Co-ordinating with all the departments (Client Service/ Studio/ Production, ...)
- Review and make sure to complete and checked all task as required by internal
- Ensure close collaboration with client service team to guarantee client satisfaction

Qualifications

- At least 2 years working experience as Copywriter in an advertising agency
- Generate (through the line, integrated) ideas and move them forward
- Excellent writing & speaking skill
- Good communication and presentation skills
- Familiar with social language and digital trends. Stay up to date with trends and technologies
- Having interest (and good taste) in art is a nice addition
- Be self-motivated and hardworking, able to work independently both effectively and efficiently, as well as teamwork with partners
- Proactively seek out opportunities to add further ideas and value to projects
- Honest, energetic, empathetic and passionate
- Open to new experiences

We thank you all for you interest in working at Ogilvy. Due to high traffic of applications, please be informed that only suitable candidates will be contacted.

- When looking at the Ogilvy website I saw that they had a careers page. This job opportunity stood out to me.
- Ok, this would be a job to try and get in the future not necessarily from leaving Uni. Also, Vietnam would probably not be best for my family but this is a job example of what I aim to achieve.
- I like the idea of being a copy writer. I have experienced this throughout my lectures in Uni so far and I am quite interested in it.
- If I could eventually land myself a copy writing career I would be very happy.
- As far as the qualifications listed for this position I feel I can tick most of them boxes already. I am hard working and passionate. I am self motivated. I have had experience working in a team and individually in the past.
- I would feel confident about applying for a role such as this when I have gained some work experience after university.

Job Ad Reviews

S3 Advertising Agency - <https://s3advertising.agency/join/vacancy-brand-and-marketing-manager-b2b/>



- S3 Advertising Agency located in Cardiff.
- Their website is fun, they seem like a company that would be great to work for.
- This job advertisement may be for a manager but what is listed reflects some of the skills I have been learning so far throughout university.

- Page 3
- Keeping hyper-curious about our industry and using the market understanding to advise on best themes and channels to reach our audience
 - Helping to plan marketing activity for the agency under its overarching marketing strategy, bringing forward campaign and activity ideas to support both brand-building and conversion-driving objectives
 - Managing a rolling calendar of activity, keeping a steady grasp of deadlines and budgets
 - Implementing much of the activity, with support of S3's talented service teams to help you deliver
 - Generating regular ideas for on-brand, of-the-moment content for S3's channels e.g. social media, PR, email, webinars, etc.
 - Writing sharp creative copy for our campaigns content and materials, in our WLTBB tone of voice
 - Managing production of campaigns and assets with S3's wider team, briefing teams and managing delivery end-to-end
 - Enjoying a good relationship with our wider team and keeping your nose in the goings-on of the agency to sniff out the next big things to shout about
 - Working closely with the business development manager to ensure the agency's sales/new business CRM is in tune with our marketing touchpoints
 - Analysing the impact of marketing campaigns through data and reports

- The marketing plan will be varied, but here's just a snapshot of the sorts of activity you might get up to:
- Interviewing our agency experts to get the ins-and-outs of their specialism, writing an article on the subject and overseeing production of a video interview with them about it
 - Building connections with organisers of industry events – getting our team opportunities to share their work and show off the agency
 - Liaising with our account managers to and designers to get all the content to put together our next case study deck
 - Researching the next big trends in our industry and building a social media content plan around them alongside our social team
 - Helping one of agency experts deliver a shit-hot webinar
 - Working on-set with our production team to film our next ad campaign for our agency
 - Joining a planning meeting for the next quarter's activity, contributing new and exciting ways to get our brand out there
 - Creating e-mail campaigns and managing target lists alongside the Culture & Operations Executive

- Through the completion of year 3 in uni and possibly going on to do a masters, jobs such as these would become a possibility for me.
- Building a CRM in tune with their marketing touchpoints sounds really interesting. With having used a CRM system designed for a charity, it would be different to be the person that actually designs the system.
- I feel I have soft skills that would support parts of this role already. I am team player, good conversationalist, hands on and willing to learn.

Emails I have sent to reach out to companies

- I really enjoyed looking through S3 Advertising Agency website. So I decided to make contact with them, mainly for a bit of advice on when I graduate and what a company like theirs would look for?
- If I hear back from them that would be awesome, if not at least my email has been sent, I have tried to put my name out there.



My Personal Brand – Marketing Plan for Employment

I created an Excel spreadsheet of companies I would like to work at, based off of the concept from Unit 3 Topic 2. I also made a list of people I could contact from these companies as well as some freelance designers I would like to contact.

	A	B	C	D	E
1	1 Companies	Posting	Motivation	Alumni	
2	Accept and Proceed	0	4	0	
3	AKQA	0	3	0	
4	Apple	2	9	19	
5	Asos	0	9	6	
6	Bakken and Baeck	0	2	0	
7	BBC Studios	1	9	3	
8	Bibliotheque Design Limited	0	5	0	
9	Collusion Editorial	0	9	0	
10	Design Bridge	0	6	0	
11	Festival Republic	0	6	0	
12	Future Brand	0	6	0	
13	Future Deluxe	0	4	0	
14	Here Design	0	7	0	
15	I love Dust	0	5	0	
16	Identity Creative	0	9	0	
17	Interbrand	0	6	0	
18	ITV Studios	0	7	0	
19	Koto	0	7	0	
20	Landor	0	6	0	
21	Landor and Fitch	0	8	0	
22	Made Thought	0	8	0	
23	Mama and Company	1	9	1	
24	Man vs Machine	0	7	0	
25	NB Studio	0	4	0	
26	Netflix	0	9	0	
27	Ogilvy	0	9	0	
28	Pearlfisher	0	3	0	
29	Pentagram	0	9	1	
30	Radley Yeldar	0	7	0	
31	Ragged Edge	0	4	0	
32	Riga	0	6	0	
33	Saatchi and Saatchi	0	9	0	
34	Sennep	0	9	0	
35	Siegel + Gale	0	5	0	
36	Snask	0	7	0	
37	Sparks Studio	0	9	0	
38	Spotify Design	0	9	0	
39	Turner Duckworth	0	9	0	
40	Wieden + Kennedy				
41	Wolff Olins				
42					

List of people to contact:

Matthew Jackson – Employee at Identity Creative, Strong connection: Family friend, went to the same primary/secondary school.

Dean Radley – Head of Investor Engagement at Radley Yeldar, Strong connection: Family of my best friend, already have lots of contact.

Patrick Glavee – Employee at Apple, Possible connection, studied the same course at UWTSD, could connect via Instagram or LinkedIn

Michelle Thompson – Freelance designer from my hometown, would love to reach out to discuss her work.

My Personal Brand – Marketing Plan for Employment

I then contacted designers and people from companies I would like to work at.

Michelle Thompson

To: info@michelle-thompson.com



3 attachments (8 MB) Download all Save all to OneDrive

Hi Michelle,

I wanted to send you a quick message to say I absolutely love your work. Recently I have been getting into collage art and have been particularly inspired by your work. Your illustrations and use of colour are truly inspiring. I am currently studying Graphic Design at Swansea College of Art, but live in Saffron Walden when I am not at university. I noticed your studio is also based in Saffron Walden and was wondering if there is ever a time you need help with anything in the next few months I would love to come by the studio and help out or just have a chat about your work.

I have also attached a few of my own collage designs I have been working on for my current university project. If you have any tips or advice for me, I would really appreciate it, although I understand if you do not have time.

I hope everything is going well and hope to hear back from you soon.

Thank you



michelle thompson <info@michelle-thompson.com>

Tue 04/05/2021 13:28

To: You

Great work, my main piece of advice would be to try everything whilst you are at college, as those opportunities won't be there when you leave. I really wished I had worked harder at drawing, there have been so many times I have needed the skills but I don't have them! Social media is really important too. :)

Reply

Forward



To: michelle thompson

Thank you so much for your advice, I really appreciate it. I agree social media is very important, it's something I have been working on recently. 😊

How to hand in

ADVA5001 / Asesiad / Assessment



Asesiad / Assessment



(GRAPHIC DESIGN) ASSESSMENT 1 DRAFT



(GRAPHIC DESIGN) ASSESSMENT 1 BY 1PM ON THURSDAY 8TH JANUARY



(GRAPHIC DESIGN) ASSESSMENT 2 BY 1PM ON THURSDAY 8TH JANUARY

This is where you can do a test upload to check everything is working

How to hand in

ADVA5001 / Asesiad / Assessment



Asesiad / Assessment



(GRAPHIC DESIGN) ASSESSMENT 1 DRAFT



(GRAPHIC DESIGN) ASSESSMENT 1 BY 1PM ON THURSDAY 8TH JANUARY



(GRAPHIC DESIGN) ASSESSMENT 2 BY 1PM ON THURSDAY 8TH JANUARY

This is where you submit Assessment 1 PDF

How to hand in

ADVA5001 / Asesiad / Assessment



Asesiad / Assessment



(GRAPHIC DESIGN) ASSESSMENT 1 DRAFT



(GRAPHIC DESIGN) ASSESSMENT 1 BY 1PM ON THURSDAY 8TH JANUARY



(GRAPHIC DESIGN) ASSESSMENT 2 BY 1PM ON THURSDAY 8TH JANUARY

This is where you submit Assessment 2 PDF

Any Questions?