

Changemakers:

Creativity and Value Creation

Rachel Kestin

Assessment 2

Skills for Employment & Skills Diagram

Soft Skills Vs. Hard Skills – Reed Example

What are hard skills?

Hard skills are specific abilities which help people carry out different jobs. They're teachable, meaning that you can develop them through dedicated training. And, for some careers, certain hard skills will be considered prerequisites.

Examples of hard skills

Hard skills are usually related to a particular field, and require specific knowledge in order for them to be gained.

Some of the most common examples of hard skills include:

- › A degree (or other academic qualification)
- › An industry specific certification
- › Coding ability
- › Foreign language skills
- › Typing speed
- › SEO marketing
- › Bookkeeping
- › Computer skills
- › Proofreading

How to show hard skills on your CV

The great thing about hard skills is that they're easy to back up.

In many cases, these are exactly the attributes recruiters scan your CV for and, depending on the role you're applying for, they can be considered absolute necessities.

To demonstrate them effectively, always place an emphasis on the ones that have been picked out in the job description, and structure your CV around your strongest skills.

Examples of soft skills

Soft skills are a combination of many different things, including social skills, character traits and employment qualities.

Some of the most common examples of soft skills include:

- › Interpersonal skills
- › Leadership
- › Project management
- › Problem solving
- › A good work ethic
- › Team working
- › Adaptability
- › Perseverance
- › Communication skills

How to show soft skills on your CV

Unlike hard skills, soft skills are difficult to prove – especially when it comes to your CV.

However, the most effective applications will always use practical examples to show times soft skills have actually been put into use.

In other words, saying you have good leadership skills is not enough to prove them to an employer. But saying you have good leadership skills, and demonstrated them when you completed a particular task, will be much more effective.

The job description will provide you with a good list of the skills your prospective is after. So always tailor your application to include some of the headline characteristics.

- Your personal qualities.
- Show examples from previous employment or experiences.
- Pick specific words, phrases from the application to focus on and show your abilities with good examples.

Skills for Employment – Hard Skills

Background

I started University later in life at the age of 33. Before University I was in full time employment within Administration roles and had been for 15 years. I gained many hard and soft skills along the way. For 14 years I worked in a Charity for children with brain related conditions called Cerebra. For the year previous to starting University I worked for a Clean Water company called Hydro Industries Ltd.

Below is a table to demonstrate these skills. I will also demonstrate the skills I have gained so far in my University Journey.

Hard Skills	Examples
Microsoft Word	I worked for a Children’s Charity for 14 years as an Administrator. This involved writing letters on a daily basis. I would use Microsoft Word to write these letters. They had to be formatted correctly so they would fit into specific size window envelopes. Each letter would be personalised to the family it was being sent to.
Microsoft Excel	I would use Microsoft Excel to create spread sheets for the Grant Scheme expenditure. These would be arranged into monthly figures for management. I had to create tables of information regarding the grants that are being awarded to families. These were for use in senior management meetings weekly and had to be accurate and specific to detail.
CRM	The Charity used a custom CRM database system for storing confidential information on the families it helped. Each family would have its very own secure page that had to be updated and maintained when they contacted the charity. I would use the CRM to create mail merge letters in bulk. These mail merges were linked to Microsoft Word and worked in conjunction with each other.
Sage	Whilst working for Hydro Industries Ltd I would be in control of imputing invoices and credit notes into SAGE, preparing them for accounts payments.

Skills for Employment – Soft Skills

Soft Skills	Examples
Well-mannered/ Professional	Whilst working in a Charity you had to maintain your professionalism, face to face and over the phone. I would face at least 10 phone calls a day regarding different family circumstances and the parent/carers or professional may not have always been having the best day or be in the best of moods. I had to keep my composure and deal with all queries to the best of my ability.
Time management	Time keeping was essential with all my previous employment and since being in University. In employment time management was monitored with clocking in cards. However, in University you have to be self-sufficient. Attend lectures on time and manage deadline hand ins.
Adaptability	As a mother of 2 I have always had to adapt. From working jobs with different start/end times, I had to managed school pick-ups and drops off effectively. I am also very willing to adapt to new surroundings. I took a massive leap when leaving full time employment to attend University for example.
Ability to work under pressure	Both in previous employment and university I have had to work to tight deadlines. Whilst working within the Charity, I was expected to produce weekly reports that were used in Senior management meetings, these could not be missed.
Decision making	Whilst working for Hydro Industries Ltd I was expected to make many decisions on my own initiative, we would constantly be looking for the most reasonable supplies for machinery and I would have to make final decisions on which companies were best to use.
Teamwork	I worked as part of a small team within both my previous employments. We would all have to communicate together and provide input into weekly meetings. In Hydro Industries Ltd there would be a morning meeting for 15 minutes every day and each person was expected to provide an insight to their daily schedule. This helped the team to prioritise what was expected of you that day.
Perseverance	I have always had the ability to persevere, even when times get tough. If I start a project, I do not give up. I will continue to my best ability to the very end. For example, when working for the charity, my position as a Grant Coordinator became redundant, this did not just happen overnight, it was a lengthy process. I continued to work to the best of my abilities until every last parent/carers was dealt with until the day the grants system closed completely. I then faced new challenges within a new department.

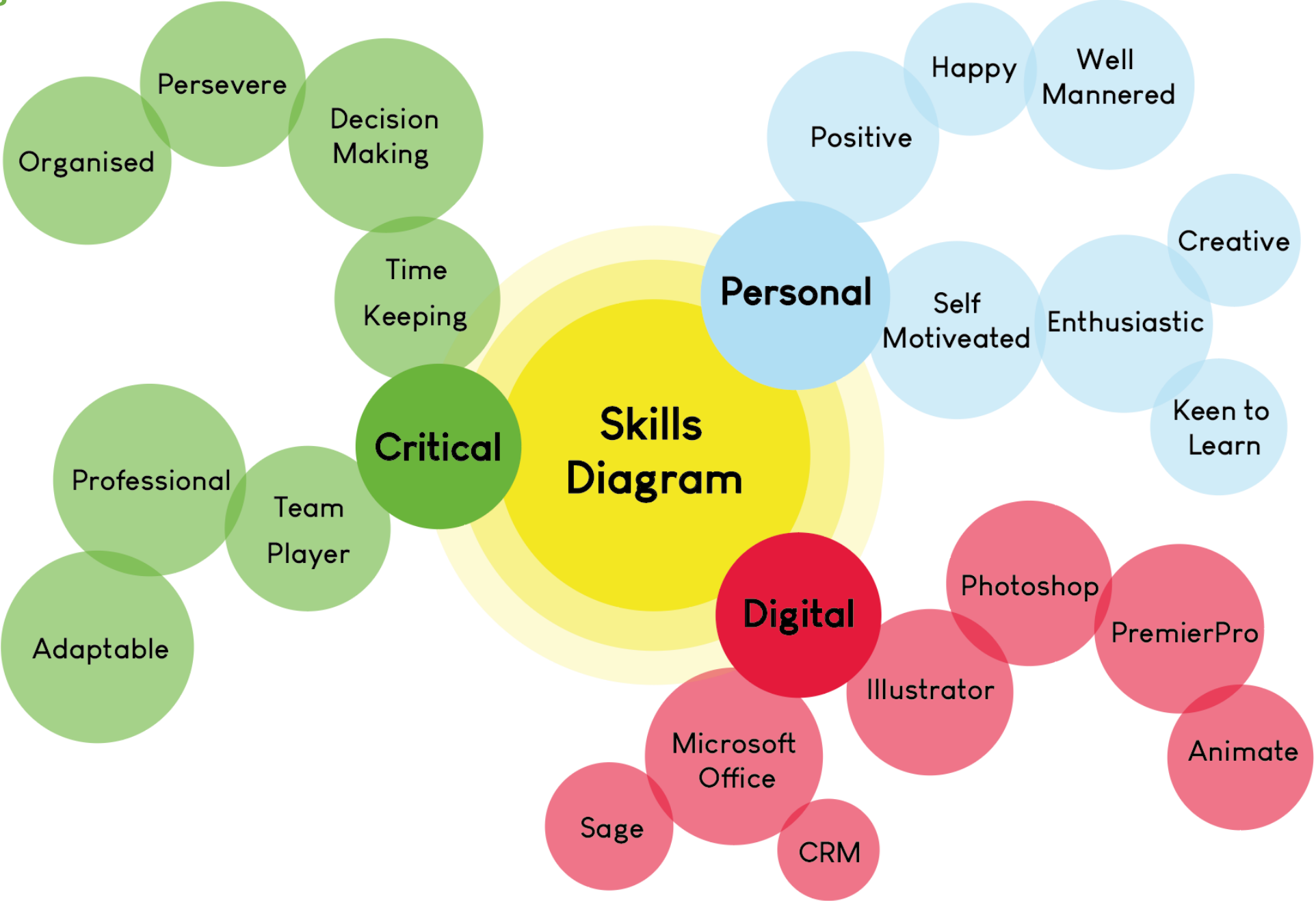
Hard & Soft Skill – Gained in University so far

Hard Skills	Examples
Adobe Illustrator	For the majority of my Year 2 projects I have used illustrator in some way. Whether that be to design for a brand campaign or just to create my skills diagram. I have relied on the use of it and my skills are confidently growing.
Adobe Photoshop	I do not use Photoshop as frequent as illustrator, but I have certainly used it throughout my 2 years at university so far. The Adobe packages were all brand new to me starting university, so this has been a large learning curve.
Adobe Animate	This programme has been valuable for creating live moving videos for some of my projects. I created a moving GIF this semester using Animate for my Moonlighting project.
Adobe Premier Pro	I had the use of premier pro more towards my first semester of year 2. Having never used this programme before I persevered and eventually got the hang of it, making a moving bus shelter advert for brand Dr. Martens.



Soft Skills	Examples
Self – Motivation	This year has been trying for us all, moving from face to face learning to Teams meetings online was a challenge. I needed a lot of self-motivation to do this, it was something different and not done before, but I am well used to it now and it is almost like second nature.
Enthusiastic	Attending university has always been a dream of mine, not possible in my earlier years. Now that I am in the position to complete university, I will not let any challenges stand in my way.
Keen to Learn	As I am in university at the age I am now, I am very eager and keen to learn all the new skills that are presented to me.
Positive	I have always been a positive person; I try to find the light in all situations and shake off any negative feelings as much as possible.
Happy	Such as positive, I am also very happy. I try to be a happy uplifting helpful person.

My Skills Diagram



Personal Corporate Identity

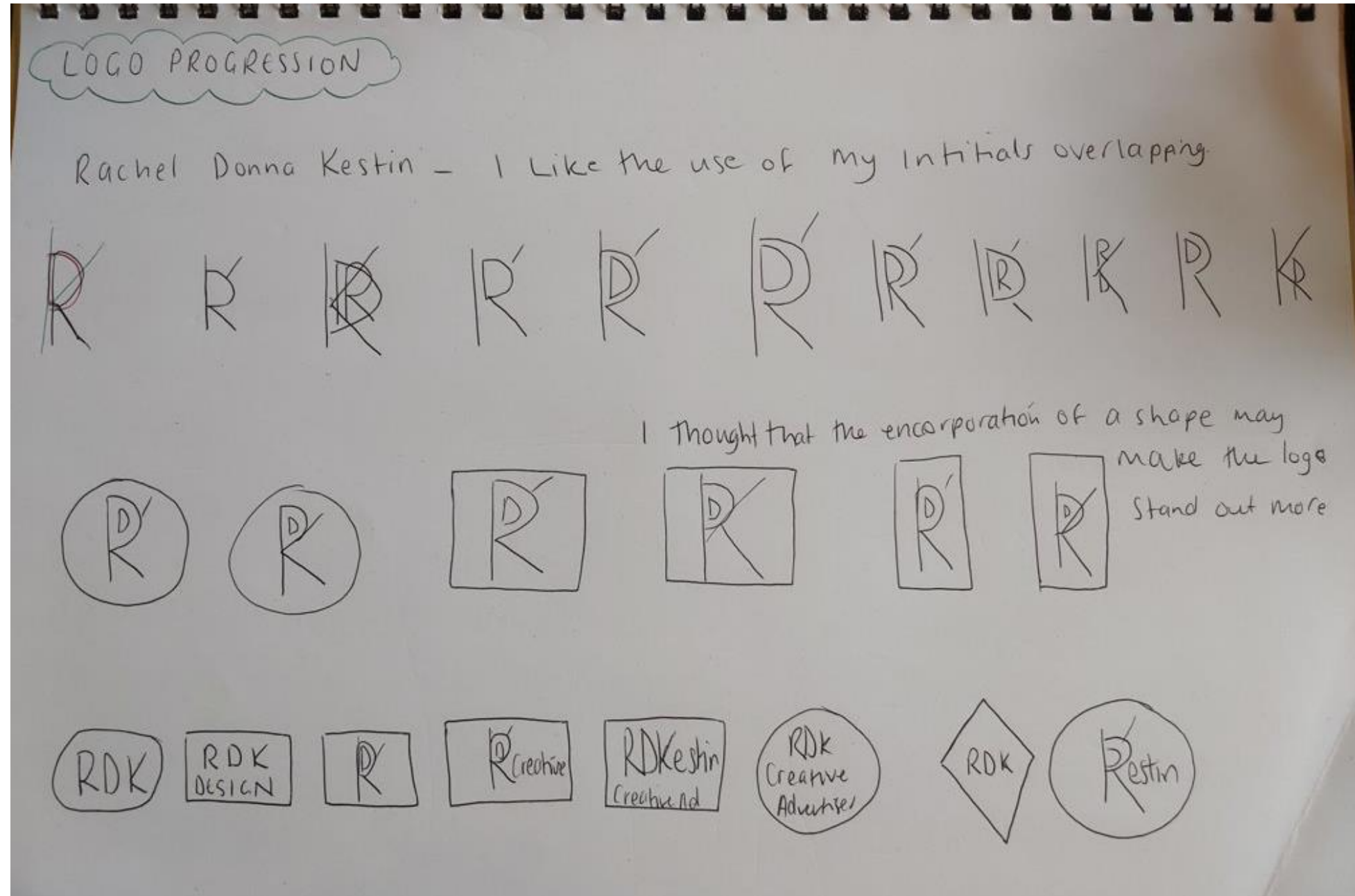
Personal Corporate Identity – Development

- (As shown in Assessment 1), this is what led me to my Personal Corporate Identity.
- This is how I decided on my logo.
- I drew scamps and ideas using my name, initials and shapes.
- At this stage I was unsure whether to design a logo, use my initials or just use my full name.



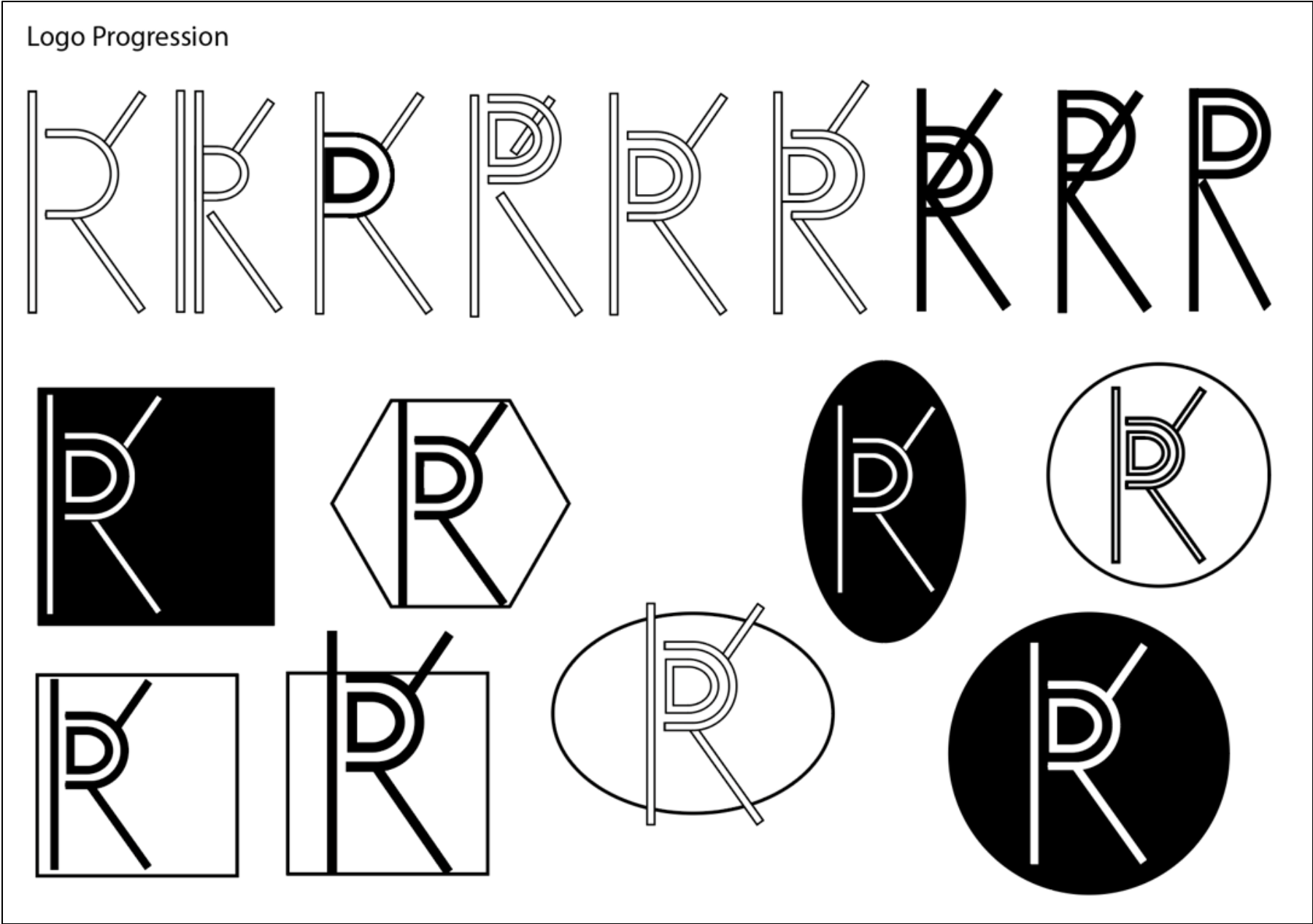
Personal Corporate Identity – Development

- (As shown in Assessment 1)
- I used one of the sketches of my initials I liked and adapted it to make a potential logo.
- It incorporated my 3 initials RDK. They positions overlapping each other to create a symbol.
- I tried to incorporate them into a shape and experimented with the use of my uni course title 'Creative Advertiser' as well.



Personal Corporate Identity – Development

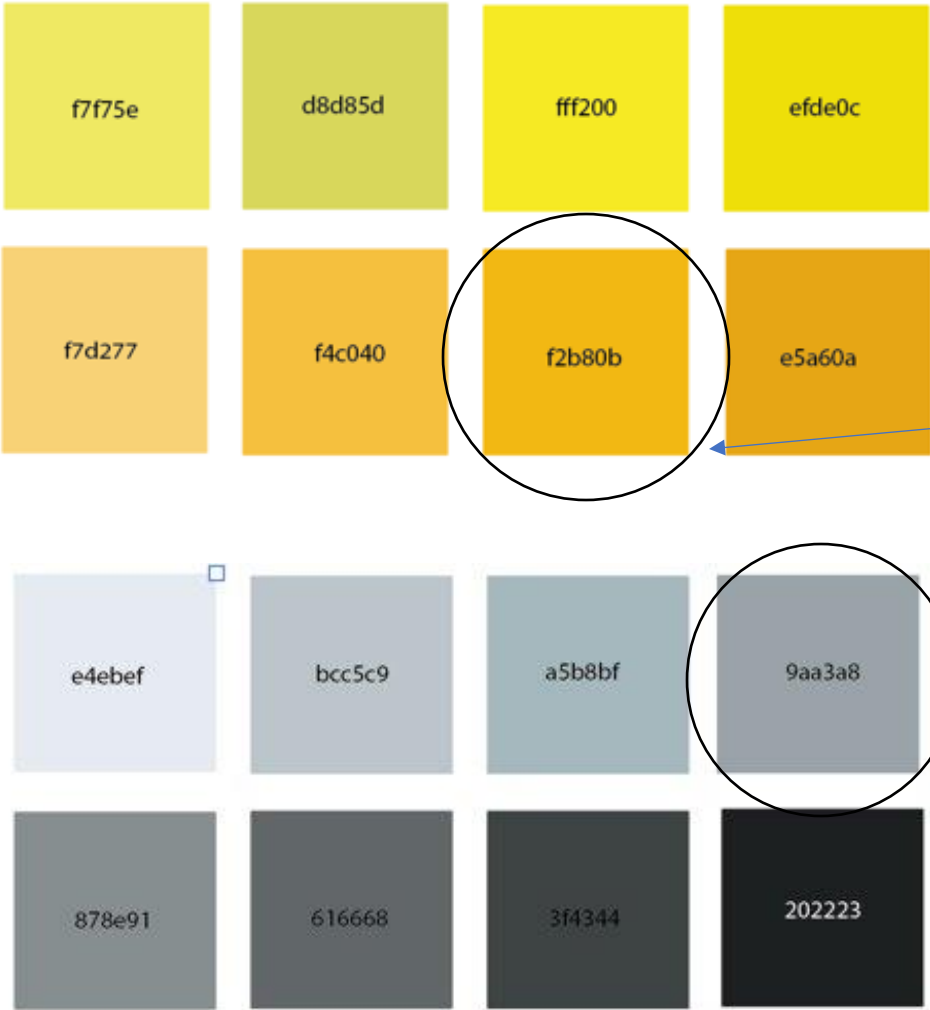
- (As shown in assessment 1).
- I developed my idea using illustrator, to come up with a final logo design.
- I tried using my initials in a few different positions.
- Some with solid bold lines and some with thin strokes and no fill to them.
- I did these design ideas all in black or white as I wanted the logo to stand out from the other colours I had chosen.



Personal Corporate Identity

(As shown in Assessment 1)

Colour Choices



- I particularly liked the idea of two colours that work well together.
- My colour choices, along with the use of black and white.
- My choice of font.
- I liked that the font came with many types. I used Bold for headings and Light for body copy.

Font Choices

Rachel Donna Kestin
Luna

Too funky and bold, not the style for my website.

Rachel Donna Kestin
Minion Variable Concept

I decided against serif, it didn't seem to fit with my brand.

Rachel Donna Kestin
Source Sans Variable

I like this font, easy to read and comes with a variety of choices, bold, regular etc.

Rachel Donna Kestin
Cocogoose

I like this font but not for the use on my website. It is a bit too bold.

Rachel Donna Kestin
Louis George Cafe Bold

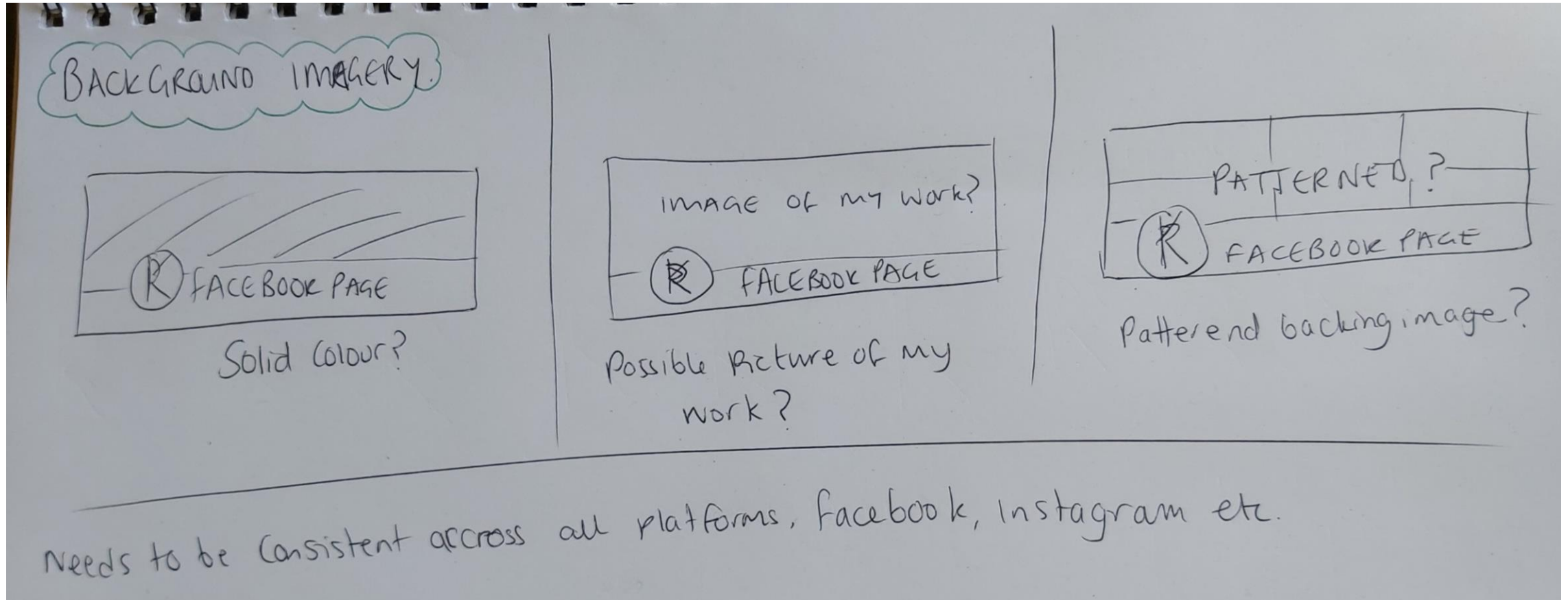
I like this font as the bold is not too thick. There is also options for regular and light.

Rachel Donna Kestin
Krungthep

A little to robotic and space like for a website but I like the readability.

Corporate Identity – Facebook Cover Photo

- For the cover photos on social media such as Facebook and LinkedIn, they are normally a rectangular shape.
- I wanted to keep my design simple and to reflect my chosen colours like on my website.
- I did think about putting a photograph of my work as the cover photo but I feel I do not have enough work that I feel confident about displaying as a permanent cover image yet.



Personal Corporate Identity – Development

(As shown in Assessment 1)

- After choosing the colour scheme I wanted to use, I put together shapes to create a running theme throughout my social media to match my website.
- Using rectangles seemed the best option for using on cover photos on Facebook for example.

I wanted to keep the colour scheme consistent throughout. I chose the use of solid colour rectangles because this would fit as a background design on all my media platforms.



I chose to put my name and Uni subject on the image. I feel this tells all that is needed to know in one glance, along with my logo.



I liked the idea of layering the rectangles.



My initials combined RDK, this could be used without the use of encasing it in my brand colours. It could be a solid line or clear with a stroke lining.



My logo is made up from the initials of my full name Rachel Donna Kestin. Combined together and placed centrally inside a circle, displayed above in the three main colours of my brand. These can be interchangeable.



RDKestin
Creative Advertiser

My Personal Brand Identity

Brand Name:

RDKestin
Creative Advertiser

Brand Font Choice:

Headings
Louis George Cafe - Bold

Paragraphs
Louis George Cafe - Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Brand Colour Choice:



#F2B80A



#9AA3A8



#1D1D1B



#FFFFFF

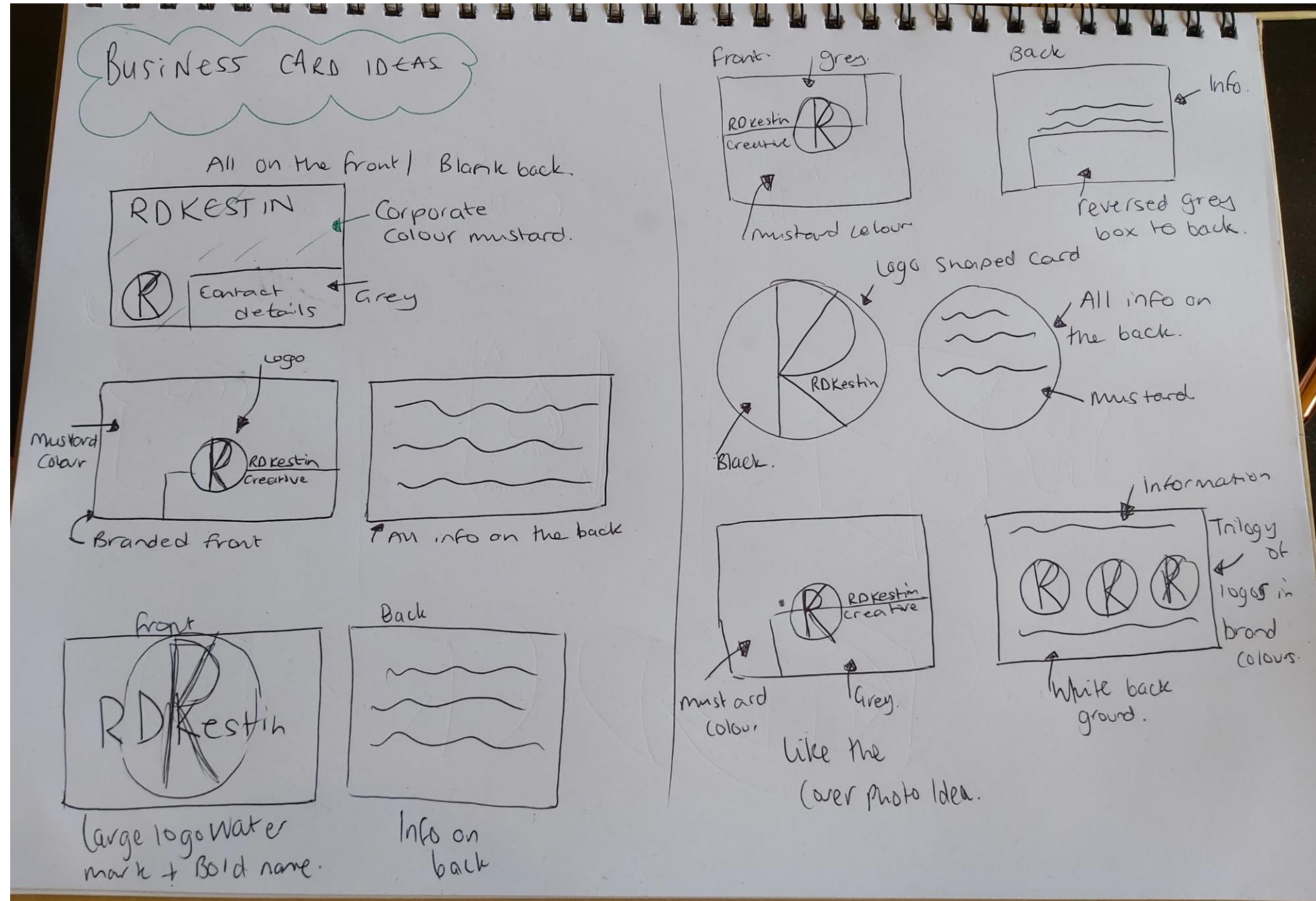
Logo Design:



My logo is made up from the initials of my full name Rachel Donna Kestin. Combined together and placed centrally inside a circle, displayed above in the three main colours of my brand.

Personal Corporate Identity - Business Card Ideas

- I thought it would be quite useful to design some business cards for my corporate brand.
- Here are a few ideas I sketched out.
- I want them to be kept in line with my brand identity.
- Have the same colours and logo design.
- They would include details of my website and my email address, possibly the links to my social media too.
- I do not like the idea of a round business card, this was not a great idea!



Business Card Designs

Front



Back



Front

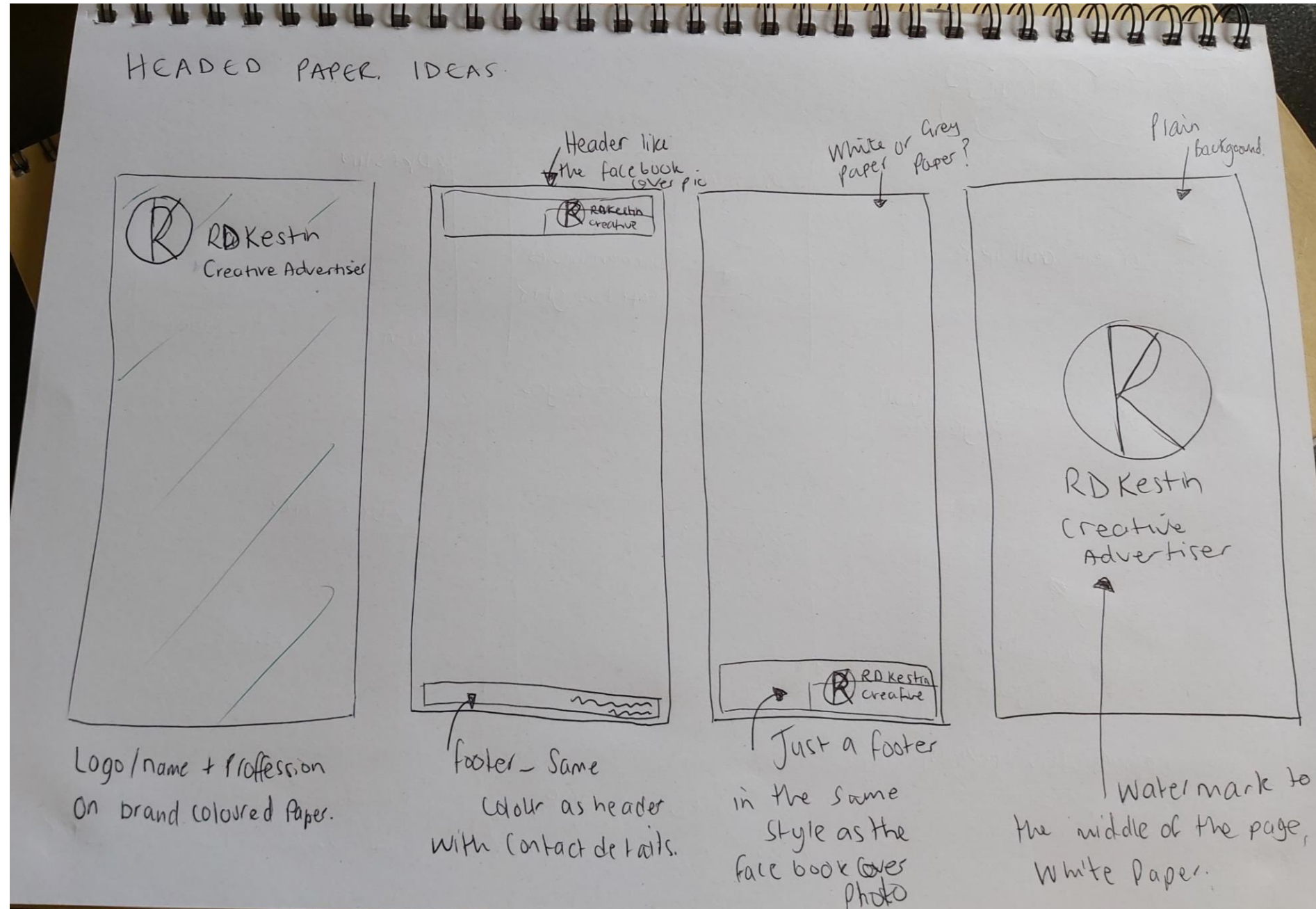


Back



Personal Corporate Identity – Headed Paper Ideas

- I did some sketches, very rough sketches of some headed paper ideas.
- I made notes on the actual paper but the ideas are to either use plain white paper or a paper coloured slightly with my brand colour. So either mustard or grey.
- I think I like the idea of keeping the paper white. It would use a lot of colour and be quite bold and in your face otherwise.
- I don't like the last idea of a water mark across the whole page, I think it would make any text put on the page hard to read.
- I like the idea of the paper having a header and footer with information.





RDKestin
Creative Advertiser

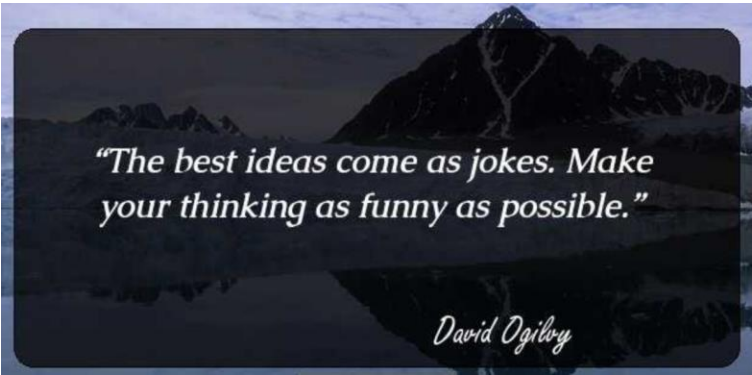
Marketing Plan for Employment

Advertisers/Designers that Inspire me

David Ogilvy



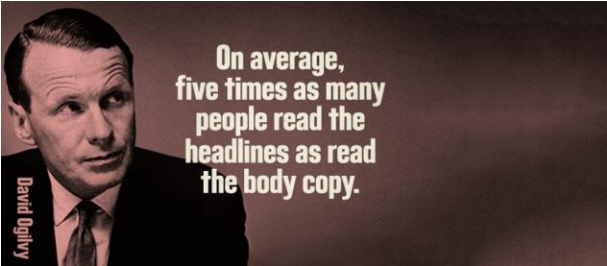
- Born in Britain 1911.
- Owner/Founder of Ogilvy & Mather.
- From a door to door sales man to one of the most famous advertisers in the world, purely by his skills in writing.
- He wrote the manual for 'The Theory and Practice of Selling the AGA cooker' this landing him his career in advertising.



Punchy headlines

'The Father of Advertising'

- He used to do his research and do it well before he committed to work.
- He believed in using the language that the person speaks to help sell.
- Ogilvy inspires me because he seemed so down to earth and had a passion for Advertising.



"I used the word 'darling' in the headline for this ad because a psychologist had tested hundreds of words for their emotional impact and 'darling' had come out top. I was not aware that it is dangerous to use a telephone when you are taking a bath."

-David Ogilvy

Ogilvy on Advertising, by David Ogilvy. Pg. 72-73



Darling, I'm having the most extraordinary experience...

I'm head over heels in DOVE!

No, darling—DOVE. D—like in delicious. I told you, sweet. I'm in the tub. Taking a bath. A DOVE bath—my very first.



And what a positively gorgeous time I'm having! It's just as if I'd never really bathed before! No, dear, it isn't a soap. Soap was never like this! So wickedly creamy. That man on TV said that DOVE is one-quarter cleansing cream—that it creams my skin while I bathe—and now I really believe him. Why, DOVE even smells creamy. Such a lovely, lush, expensive smell!

Remember "The Great English" dear? How Anna Held bathed in milk? And Cleopatra—one hundred nudes or something milky every day for her bath? Well, darling, I'm all over cream. Just imagine, cream tip to toe. Arms. Legs. All of me! And does! Simply marvelous in such. Oodles of suds! Oodles of, I don't know what I ever did to deserve DOVE! And you know how soap leaves your skin so dry? That nasty stretched feeling? Well, now



NOTE TO HUSBANDS/WIVES: You can buy the remarkable new bath and toilet bar called DOVE today. DOVE is a completely new formula. DOVE makes rich lather in barbed water. DOVE leaves no bathtub ring. Lather Brothers guarantee that DOVE is better for your face, your hands, all of you, than regular toilet soap. If you don't agree, we'll return every penny you paid.

DOVE creams your skin while you bathe

Facebook.com/Ogilvy



The Rolls-Royce Silver Cloud—\$13,995

"At 60 miles an hour the loudest noise in this new Rolls-Royce comes from the electric clock"

What makes Rolls-Royce the best car in the world? "There is really no magic about it—it is merely patient attention to detail," says an eminent Rolls-Royce engineer.

1. "At 60 miles an hour the loudest noise comes from the electric clock," reports the Technical Editor of THE MOTOR. Three mufflers tune out sound frequencies—acoustically.
2. Every Rolls-Royce engine is run for seven hours at full throttle before installation, and each car is test-driven for hundreds of miles over varying road surfaces.
3. The Rolls-Royce is designed in an owner-driven car. It is eighteen inches shorter than the largest domestic cars.
4. The car has power steering, power brakes and automatic gear-shift. It is very easy to drive and to park. No chauffeur required.
5. The finished car spends a week in the final test-shop, being fine-tuned. Here it is subjected to 98 separate ordeals. For example, the engineers use a stethoscope to listen for axle-whine.
6. The Rolls-Royce is guaranteed for three

- years. With a new network of dealers and parts-depots from Coast to Coast, service is no problem.
7. The Rolls-Royce radiator has never changed, except that when Sir Henry Royce died in 1933 the monogram RR was changed from red to black.
8. The coachwork is given five coats of primer paint, and hand rubbed between each coat, before nine coats of finishing paint go on.
9. By moving a switch on the steering column, you can adjust the shock absorbers to suit road conditions.
10. A picnic table, veneered in French walnut, slides out from under the dash. Two more swing out behind the front seats.
11. You can get such optional extras as an Espresso coffee-making machine, a dictating machine, a bed, hot and cold water for washing, an electric razor or a telephone.

12. There are three separate systems of power brakes, two hydraulic and one mechanical. Damage to one system will not affect the others. The Rolls-Royce is a very safe car—and also a very lively car. It cruises serenely at eighty-five. Top speed is in excess of 100 m.p.h.
13. The Bentley is made by Rolls-Royce. Except for the radiator, they are identical motor cars, manufactured by the same engineers in the same works. People who feel diffident about driving a Rolls-Royce can buy a Bentley.

PRICE: The Rolls-Royce illustrated in this advertisement—i.e. principal parts of entry—costs \$13,995.

If you would like the rewarding experience of driving a Rolls-Royce or Bentley, write or telephone to one of the dealers listed on the opposite page. Rolls-Royce Inc., 10 Rockefeller Plaza, New York 20, N. Y., Circle 5-1144.

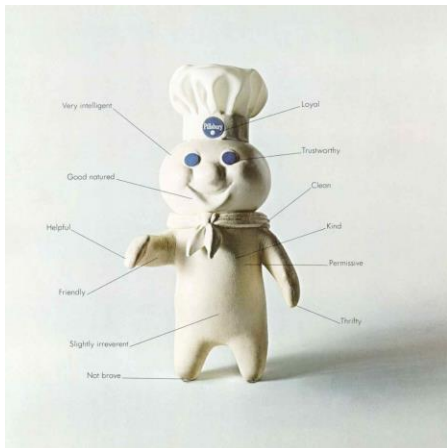
March 1959

Advertisers/Designers that Inspire me

Leo Burnett



- Born in Michigan, 1891.
- Founder of Leo Burnett Company inc. at the age of 44.
- He spent many of his younger years writing as a journalist.
- Leo liked to break the rules with his work, he tackled 'taboo' subjects and tried to catch the eye of the consumer.
- His company was responsible for famous Ads we still know today such as the Pillsbury Doughboy, Jolly Green Giant, Tony the Tiger, Marlboro Man and many more.
- Leo Burnett was known for his hard work and perseverance. He didn't get to where he was over night, it was a long hard slog by all accounts. He didn't have a big ego, he was apparently a terrible public speaker as well.
- I admire his determination, especially living through a war and still becoming such a great advertising icon.



"When you reach for the stars you may not quite get one, but you won't come up with a handful of mud either."

Leo Burnett

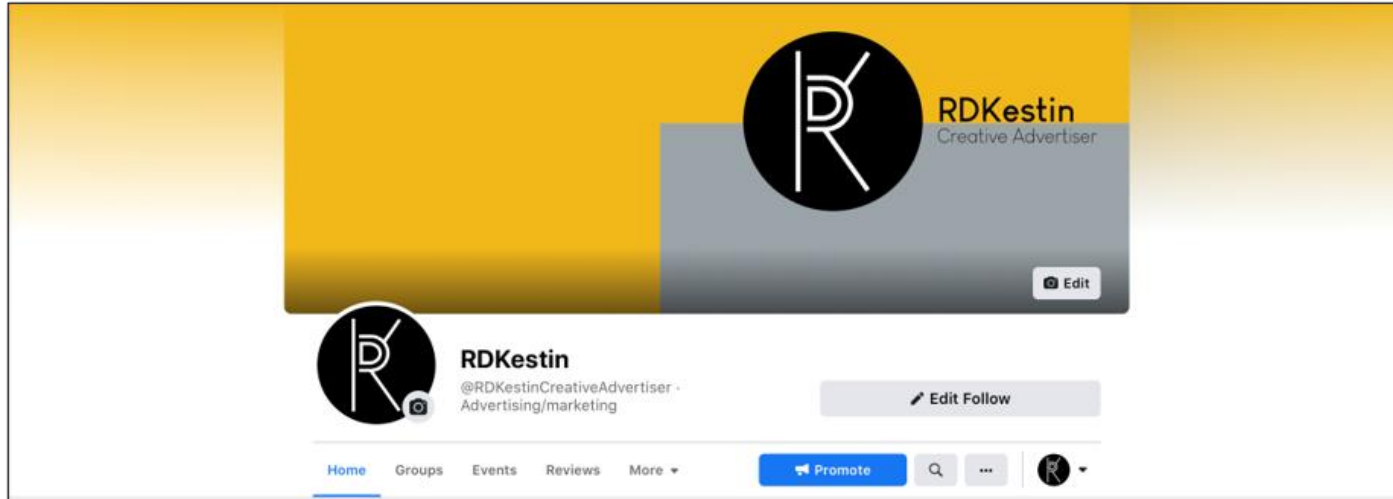


- Still to this day Leo Burnett's company lives on and is still going strong.

<https://biography.yourdictionary.com/leo-burnett>

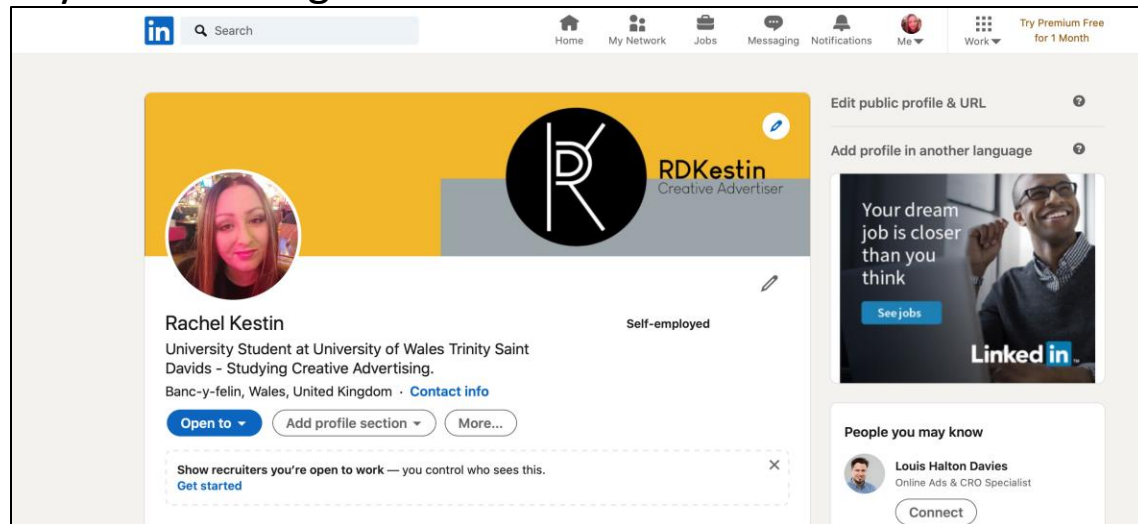
My Social Media Prescence

My Facebook page



<https://www.facebook.com/RDKestinCreativeAdvertiser>

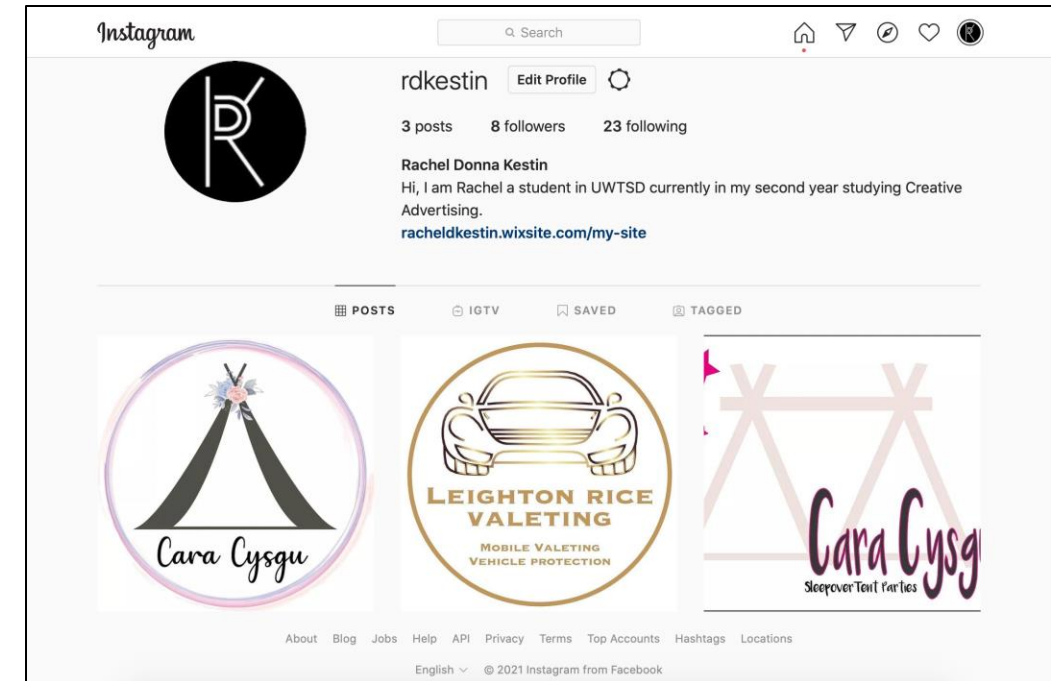
My LinkedIn Page



<https://www.linkedin.com/in/rachel-kestin-20625120b/>

- These are screen shots of my social media Prescence.
- I chose Facebook, Instagram and LinkedIn as the right platforms for me right now.
- When I progress further I may start branching out and using Twitter or other social platforms.
- At present I feel this is enough for the amount of work I have to show.

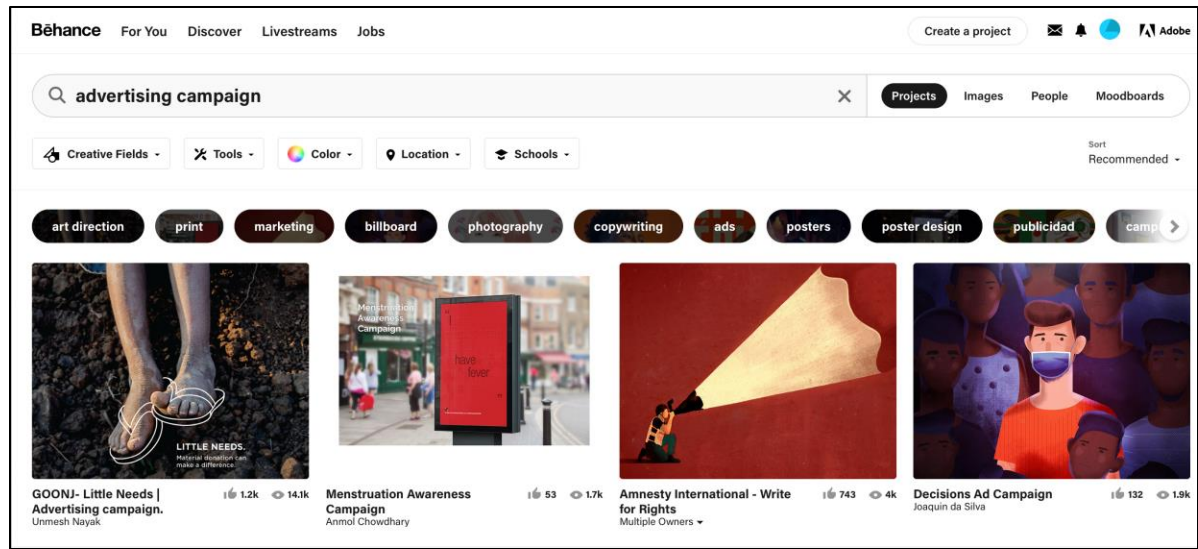
My Instagram Page



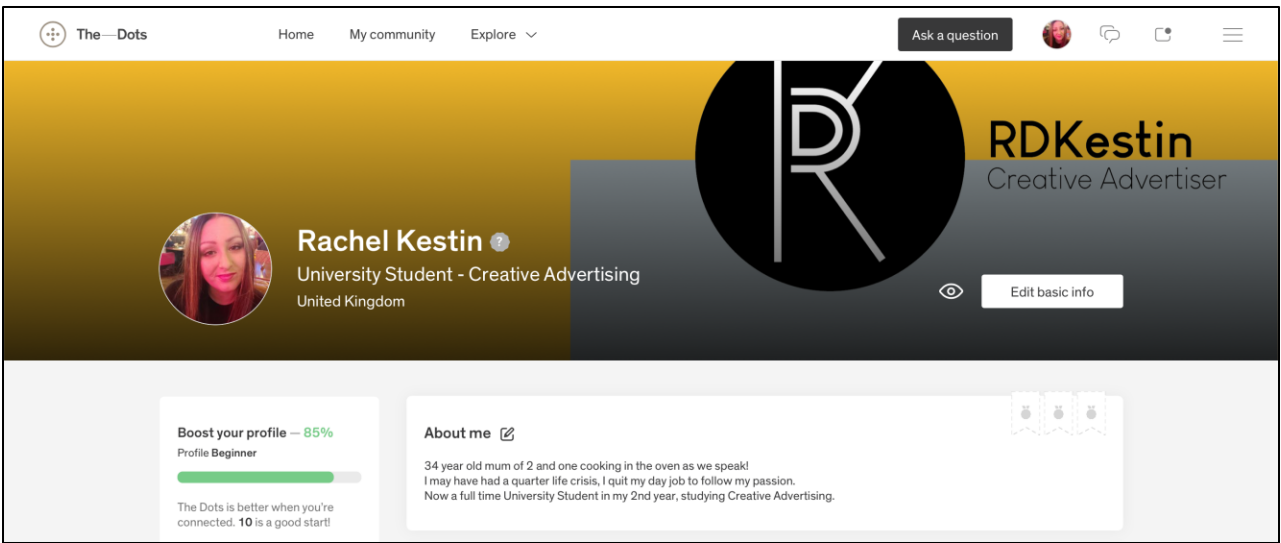
<https://www.instagram.com/rdkestin/>

My Online Prescence

Behance

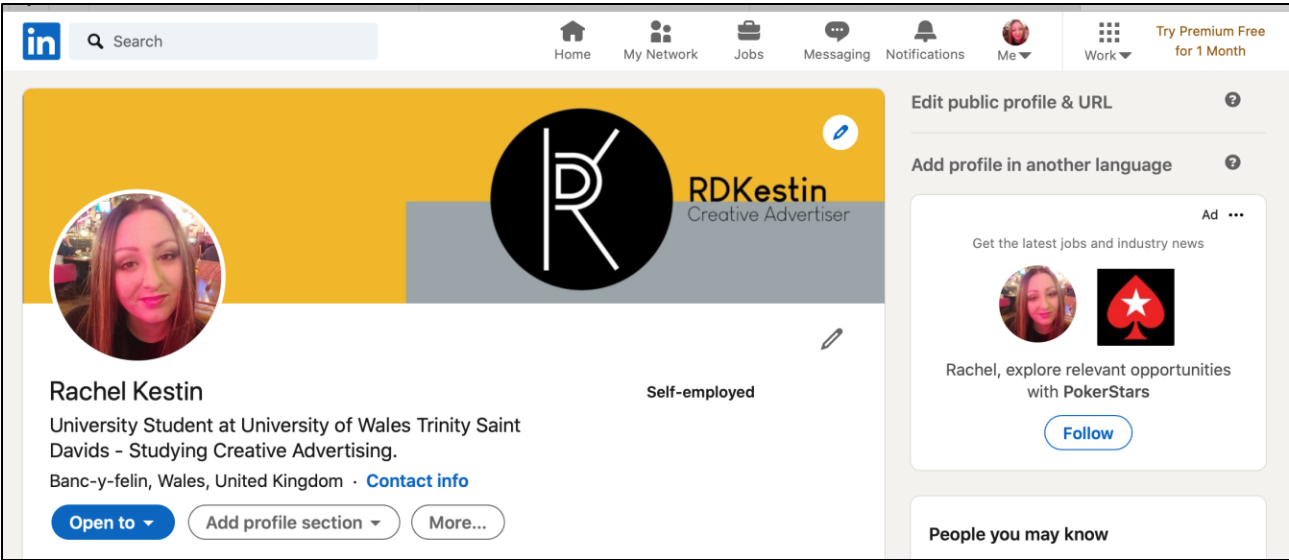


The Dots - My page



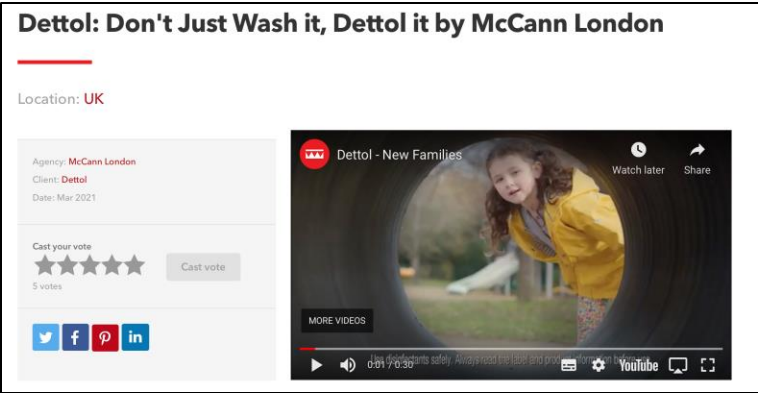
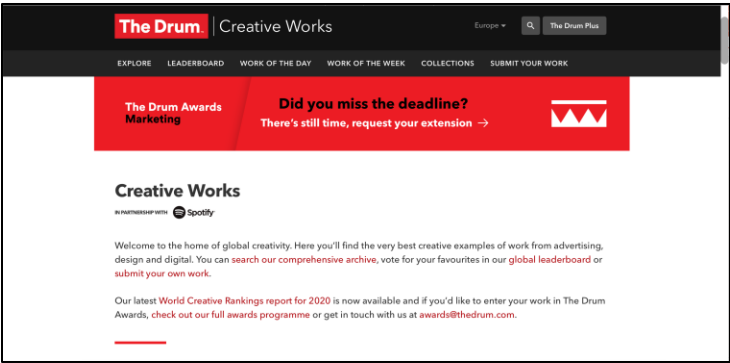
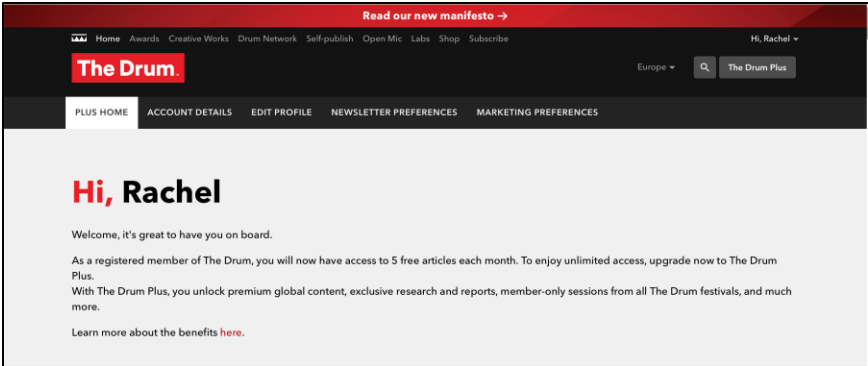
LinkedIn

- Where possible I have uploaded similar, if not the same images to show consistency throughout my social media/online Prescence.



Pages I Subscribe to:

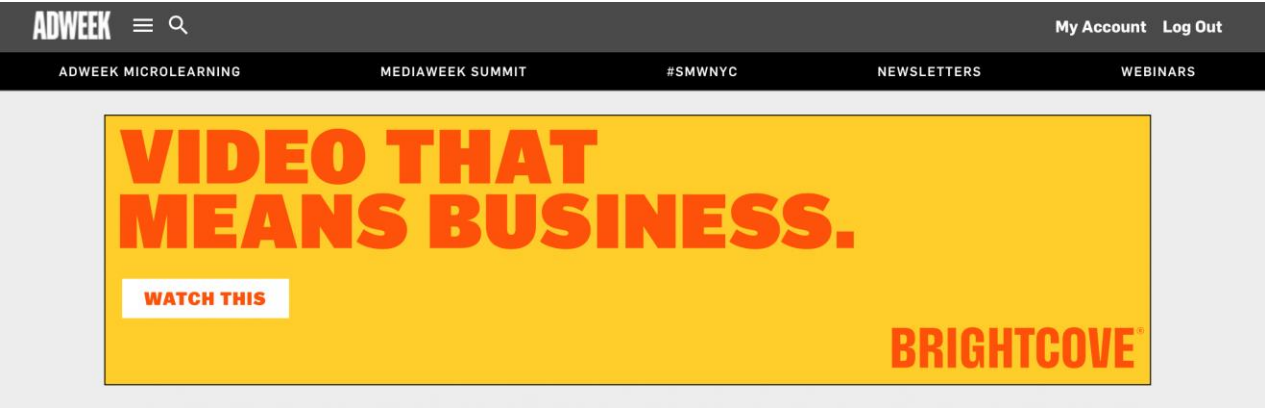
Below are some of the websites I have joined that I feel will help me with future work, jobs advertisements and interesting information regarding Advertising.



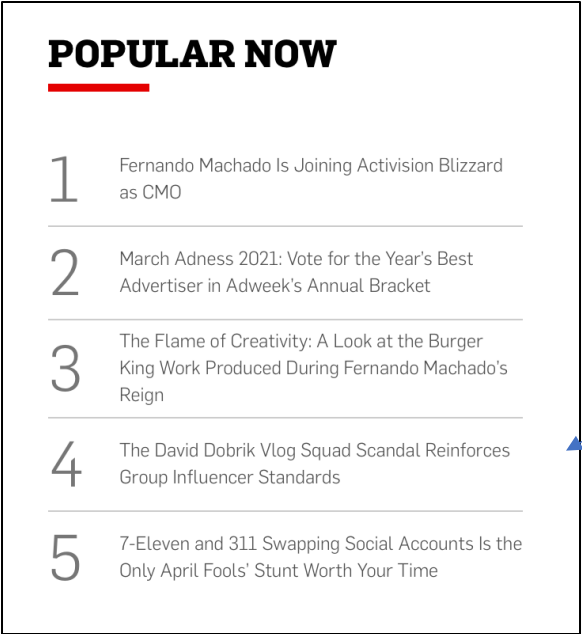
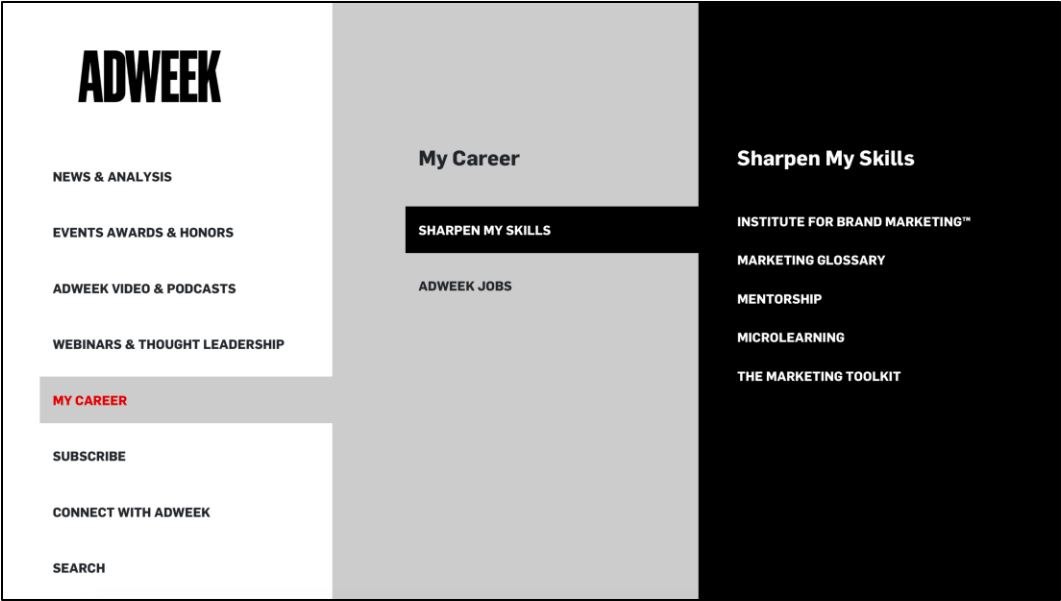
- The Drum, is a great website for advertising information.
- I like how easy it is to use and the bold black and red colours of site.
- You can watch and vote for upcoming new release advertisements, designs etc.
- You can also search archives for older work and submit your own if you want.
- These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



AD Week



- I like how Ad Week basically has it all!
- Events pages, Award pages, Videos and even Podcasts.
- The best part of this website is the job section. There are job listing from all over America. The world really is your oyster and here is a great place to start looking!
- The only downside to this website for me is that it is all American, not any information about the UK. Great if you are wanting to re-locate for a career or even get information about America's brand though.



- I like that they have a 'Popular Now' section on their pages as well. The top 5 most popular news in the ad/design world.

Campaign

BECOME A CAMPAIGN MEMBER >

VIEW MY ACCOUNT >

VIEW MY BULLETINS >

JOIN, SHARE, LIKE, FOLLOW US ON:

f

t

in

@

v

Help and Information

About us

Contact us

Membership information

Register

Renew Membership

Email sign up

Advertise

FAQs

Accessibility

Editorial complaints

International

Campaign US

Campaign Asia Pacific

Campaign India

Campaign Middle East

Campaign Turkey

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PRWeek Asia

Medical Marketing & Media

Site Hubs

Media

Brands

Agencies

Campaign Insight

Campaign Jobs

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ipso

Regulated

- Campaign has a wealth of information around Advertising.
- They send 'Breakfast Briefing' emails to you if you subscribe.
- Their website is packed full and is easy to navigate.
- You can view current advertising work from many brands and it gives information on the Advertising agency, some background on the piece and lots of other relevant and useful information.

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Gousto embarks on hiring spree after proving marketing's value

To advance your career, let go of your need to be 'me'

Colin Lewis

Ehrenberg-Bass: Customer acquisition is the only viable growth strategy in B2B

Kraft Heinz: Our goal is to become global leaders in marketing

CMO tenure and Corona's 'do nothing' strategy: Your Marketing Week

How digital is shaping customer experiences in B2B

Unilever accelerates digital expansion as it looks to 'invest and grow'

Why one beer brand is on a mission to remove the 'silliness' from craft

SPONSORED BY INRIVER

How to tell your product stories online

- They have a great jobs page as well that shows all positions within the marketing field.
- They break the jobs down into categories as seen below.

JOB DISCIPLINE	SECTORS
Account Management 14	Direct Marketing 7
Advertising & Sponsorship 6	Innovation & NPD 3
Brand & Product 19	Insight 8
Business Development 1	Market Research 7
Campaign Management 15	Marketing (General) 61
Category Management 4	Other 2
Communications 26	PR & Media 22
Consultancy 1	Sales 3
Data & CRM 12	SEO 8
Digital 60	

- This website has a massive amount of information around marketing at your fingertips.
- I particularly liked this statement in their about us section. I like that they show the good and the bad!

We are not slaves to the industry

We are not all things to all people. We are not just cheerleaders. We highlight the good, but also the bad. We challenge received wisdom. All to help showcase what is great and how to learn from it.

Marketing Week Jobs

Find your next job →

JOB OF THE WEEK

ZSL London Zoo – NW1

PREMIUM JOBS

AlphaSights

London

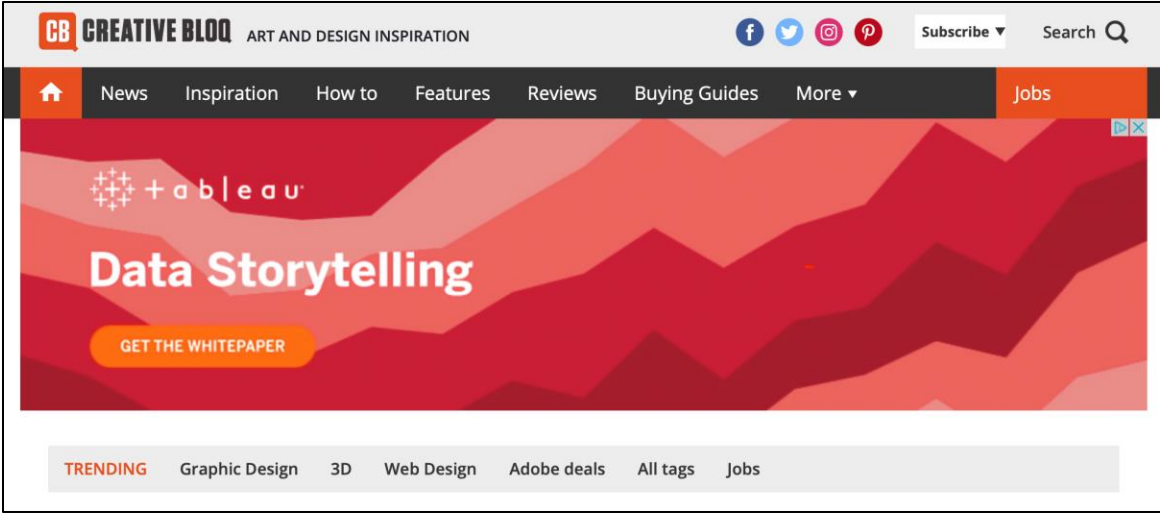
£36,784 – £44,141 p.a.

Social Media Marketing Manager

German Speaker – UK Remote

Pages I have joined/subscribed up to...

Creative Bloq



- I like that there is an easy to navigate jobs page on here as well. With a range of different design and marketing jobs throughout the UK.
- They also have steps to help you gain your dream job, with links to useful pages.

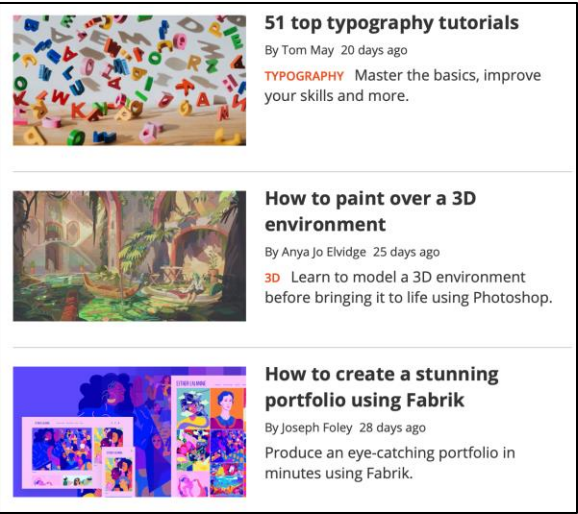
How to get your dream design job

Here on Creative Bloq, we've got plenty of advice on how to land your dream role. Below is just a selection of our top articles on getting your foot in the door, as well as how to succeed as a designer.

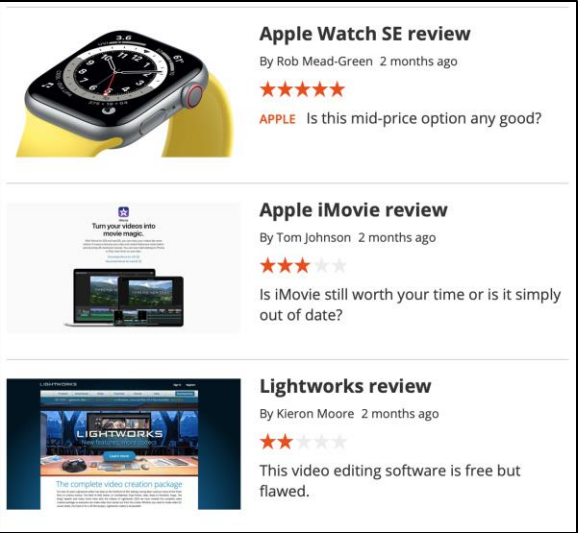
- Be inspired by these amazing [design portfolios](#)
- Craft a standout CV with our guide to creating the perfect [design resume](#)
- Succeed at interview with our top [interview tips](#)

- I really like that this website has things that you want to look at. Like how to, review and insiratio pages. They are really insightful.

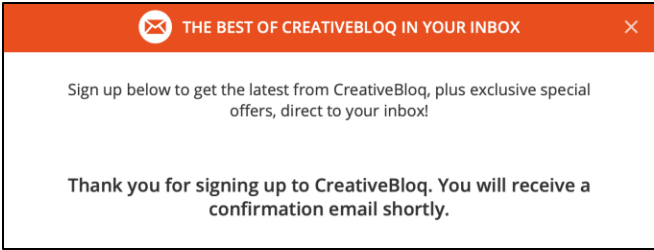
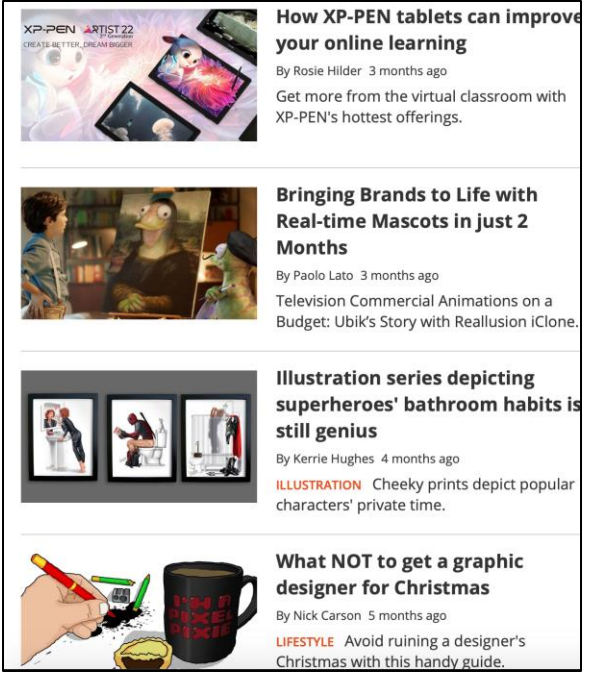
How To Pages!



Review Pages!



Inspiration pages!



Pages I have joined/subscribed to... In this case not!

Digital Marketing Magazine

digitalmarketingmagazine

marketing in a data-driven world

HOME NEWS SOCIAL MEDIA EMAIL MARKETING TRUST ADTECH MARKETING AUTOMATION COMPLIANCE MORE

I

Enter search term

Go

POPULAR ARTICLES TODAY

7 Key Statistics for SMS Marketing

Although mobile phones have been around for some time now, smartphones are really beginning to take...

How Social Media and its Influencers are Driving Fashion

As our dependence on social media grows, and it becomes more integrated into our lives, we're...

The importance of data collaboration for marketers

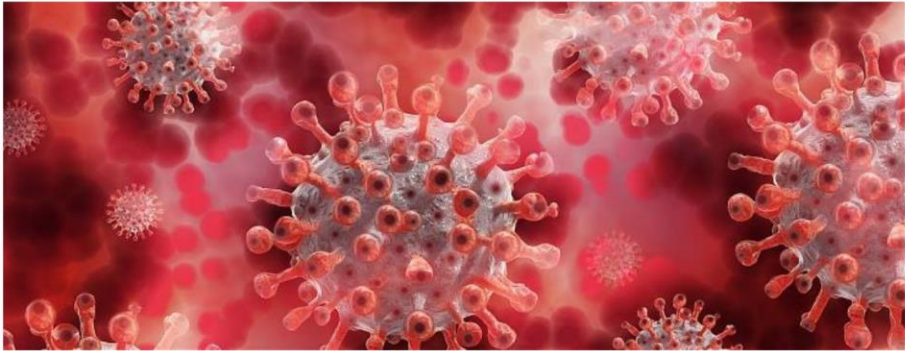
Data is everywhere. We collect so much of it that it's become near impossible to make...

Automation: a faceless route to customer alienation or a productivity driver?

Phill Midwinter, chief technology officer for AI and ML organisation Third Foundation, says:Industries across every single...

How empathy ahead of tech will be the key driver

Latest Digital Marketing articles



- 8 JUNE 2020, 10:09 IN CUSTOMER EXPERIENCE

How empathy, ahead of tech, will be the key driver of business recovery post-coronavirus

With organisations across the world beginning to show the first signs of emerging from the lockdown, the strategy to help business recovery is at the forefront of every decision maker's mind. For the first time in a while, businesses should step away from technology and replace it with empathy, and lean into an ongoing, rapid process of human insights gathered from customers. An ability to understand and adapt to evolving...



Follow @digimktgmag

- 15 JUNE 2020, 08:00 IN CUSTOMER EXPERIENCE

5G will advance all of society as we know it

"2020 is the year of 5G." How many times have we heard that phrase, or...



- 15 MAY 2020, 09:00 IN GDPR

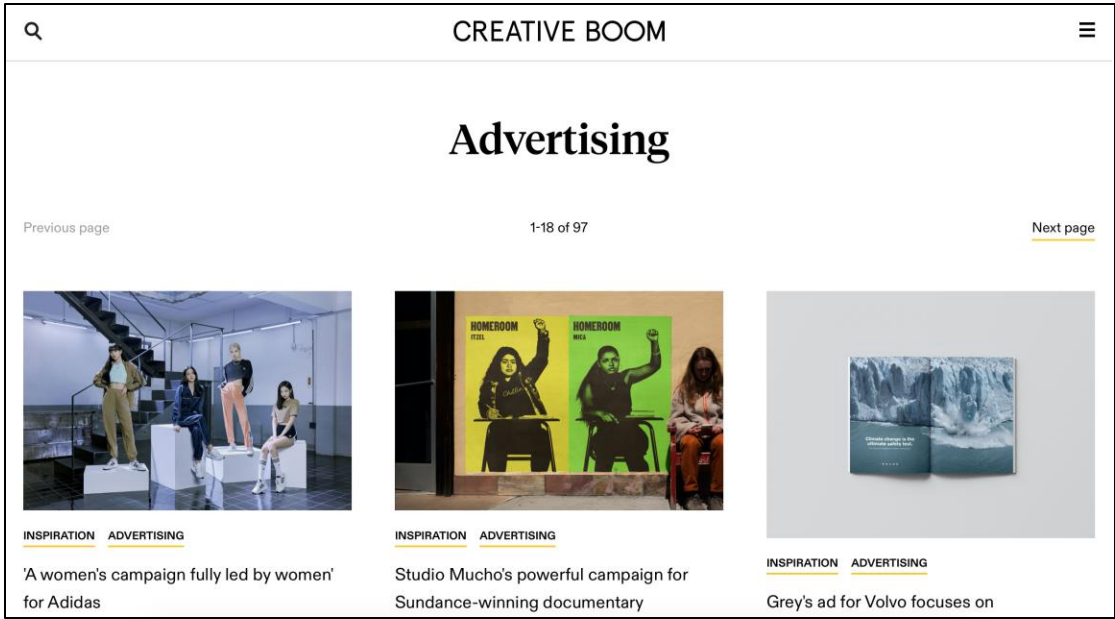
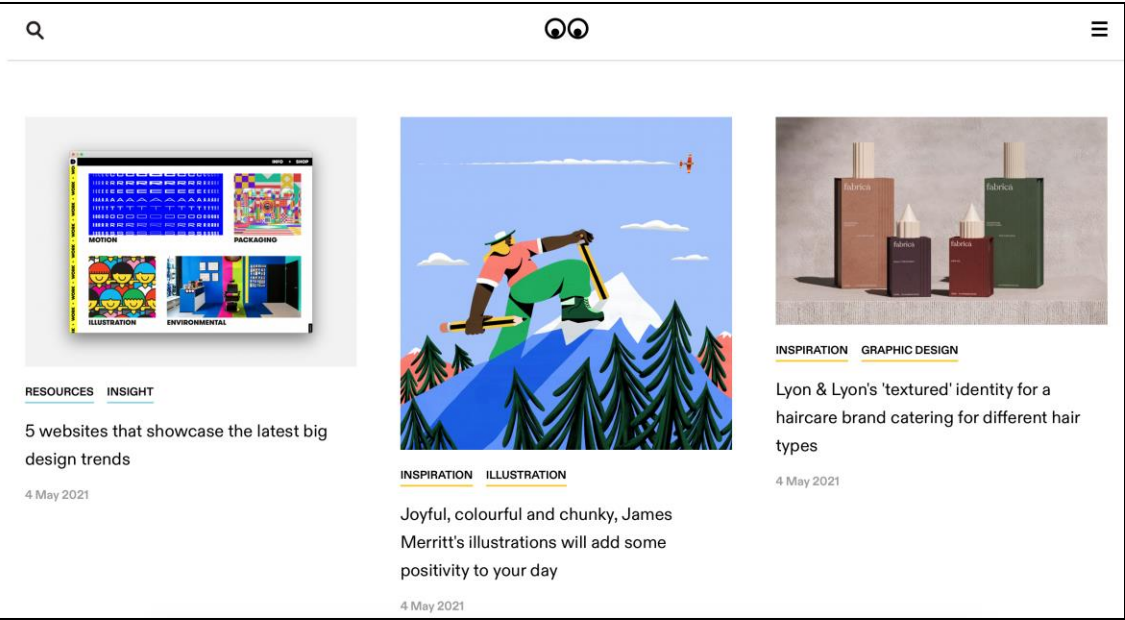
GDPR 2 Years In: Achieving GDPR Compliance 2 Years On

Send message

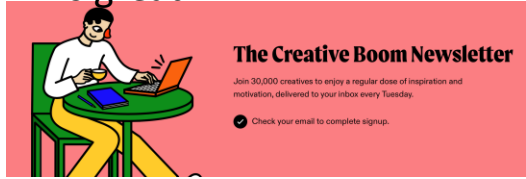
- I attempted to subscribe to this page but I found it quite hard to navigate and in honesty couldn't see how I could?
- The main home page is very cramped, crammed full of information that just made me not want to look.
- I felt like I had stepped into TK Maxx on a sale day, bit of a mess everywhere!
- This website was just not for me. Not to say that I may find it of use in the future.

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.



49

Shanti Sparrow



EPISODE 49

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

26 April 2021

35

Meg Lewis



EPISODE 35

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

25 January 2021

33

Debbie Millman



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.



Home

Our Work

Our Services

About Us

News

Business Contact

< [Welcome page](#)

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

[Ogilvy Vietnam] Senior Copywriter

2 weeks ago

Job ID 2021-9036

of Openings 1

Department Creative

Applicant Type Perm Resident/Citizen only

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

Apply for this job online

Email this job to a friend

Share on your newsfeed



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.

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

VACANCY – BRAND AND MARKETING MANAGER (B2B)

You've seen our new agency brand, Where the Little Bite Big. Nice, right? Well, we need someone to promote it.

- 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

- 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.
 - 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.

Advice and guidance



Rachel Kestin <racheldkestin@gmail.com>

to bitebig ▾

6:08 PM (0 minutes ago)



Good Afternoon Mike,

My name is Rachel and I am a year 2 student in University of Wales Trinity Saint David. I am studying Creative Advertising. As part of my year 2 project we have been asked to reach out to companies, ask for advice or guidance and mainly just get our names out there a little in preparation for our final year.

I came across S3's website and I must say I loved it. I loved the friendly welcoming vibe that is given off, with the specific wording and imagery used.

The reason I chose to email (not just because I had to) is because when I am close to graduating I would be actively searching for employment in the field with a company such as S3. Can you possibly advise me on what qualities S3 look for when searching for new employees? For example are there any specific requirements a company such as S3 would desire from a new graduate?

Any advice you can pass to me would be hugely beneficial.

Thank you,

Rachel Kestin

 Reply

 Forward