

HOW PEOPLE IN ADVERTISING GET WORK

Most opportunities in advertising do **not** come from job boards.

They come from:

- Internships (often the #1 pipeline into agencies)
- Networking and referrals
- Portfolio work (campaigns, spec ads, case studies)
- Student competitions and projects
- Alumni and industry connections
- Agency recruiting pipelines

A strong **portfolio + internships + relationships** is essential in advertising.

Job platforms can help—but they should support your efforts, not replace them.

Use them to:

- Find opportunities
- Learn what's out there
- Connect with agencies and employers

START HERE (GENERAL TOOLS)

These platforms are useful across all industries:

- [CareerShift](#) – Job listings, company research, hiring contacts
- [LinkedIn \(BYU Alumni Network\)](#) – Connect with alumni and explore careers
- [Handshake](#) – Internships and entry-level jobs
- [Indeed](#) / [LinkedIn Jobs](#) – Broad job platforms

ADVERTISING-SPECIFIC PLATFORMS

Designed for advertising, marketing, and creative roles:

Portfolio + Industry Insight

- [Behance](#) – Showcase campaigns and creative work
- [The One Club](#) – Student competitions + inspiration
- [D&AD](#) – Global advertising awards, student briefs
- [Adweek](#) / [Ad Age](#) – Industry trends and campaigns

Internships + Entry-Level Roles

- [MAIP \(4A's\)](#) – Top diversity-focused ad internship program
- [Agency Websites](#) – Many recruit directly
- [LinkedIn Jobs](#) & [Handshake](#)

Networking + Industry Access

- [LinkedIn](#) / [LinkedIn \(BYU Alumni Network\)](#) – Essential for connecting with recruiters and alumni
- [AIGA](#) / [AMA](#) – Events, networking, jobs
- [X \(Twitter\)](#) – Industry conversations, jobs

TIPS FOR USING THESE PLATFORMS

- Build a strong portfolio (campaigns, spec work, case studies)
- Get at least 1-2 internships before graduating
- Be clear about your track:
 - Creative (copywriting, art direction)
 - Strategy (planning, research)
 - Account management
- Follow agencies and recruiters online
- Apply early and often (especially for internships)
- Reach out to alumni and professionals
- Stay current on campaigns and trends

COMMON MISTAKES

- Not having a portfolio or weak case studies
- Waiting too long to pursue internships
- Relying only on job applications
- Not networking with alumni or professionals
- Not understanding different roles in advertising
- Ignoring industry trends and campaigns

QUICK ACTION STEPS

1. Build or refine your portfolio (include 2-4 strong campaigns)
2. Apply to internships (start early each semester)
3. Connect with BYU alumni in advertising
4. Follow agencies and industry leaders
5. Enter a student competition (D&AD, One Show)
6. Request informational interviews