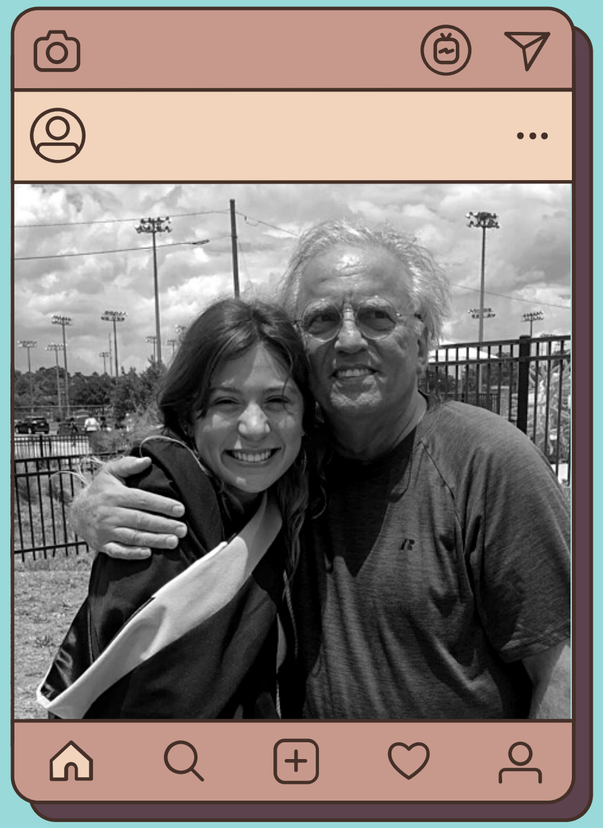
HOW TO GET A DAMN JOB

MAKING THE CREATIVE INDUSTRY YOUR BITCH

LEGEND, MENTOR, OLD FART



At the beginning of my final year in college, I was feeling uninspired, defeated, and absolutely paralyzed by imposter syndrome. A few months later, I enrolled in Luke Sullivan's portfolio class and immediately knew that the trajectory of my life had been altered.

If you don't know Luke, he basically wrote the book on advertising (no seriously, it's called Hey Whipple Squeeze This). At SCAD, his reputation as an "Ad God" preceeded him, but I never could've anticipated the impact he'd have on my life.

In Luke's class, I learned how to find confidence in my abilities and art direct like a badass. Most importantly, he taught me everything I know about how to get a damn job- which I now get to share with you.

This 22 page PDF is dedicated to Luke Sullivan: legend, mentor, old fart.

HOW TO GET A DAMN JOB

PART ONE:
Establish Your Voice
Draft Your One Liner
Create Your Portfolio
Build Your Resume
Compile Recs

PART TWO:
Employment Hitlist
Email Outline
Networking Sheet
LinkedIn Message Template

ESTABLISH YOUR VOICE

Let's start with some brutal truths... the creative job market is over-saturated and extremely competitive. You know exactly who and what you're up against. It's scary.

So what do you do when you're applying for a job with 60 other applicants with equal qualifications, impressive portfolios, and hefty resumes?

ESTABLISH YOUR VOICE

Throw away your identity as a creative. We're all creatives. Let your portfolio speak for itself and **establish who you are as a human being**.

Think about the way your family, friends, professors, shift manager, dog, or grandma might describe you. Read old texts, journal entries, and informal essays and figure out how you sound when you're just being you. That's your voice, that's your identity.

It takes courage to find your voice and run with it, which is why so many people don't. That's why establishing a voice that's **undeniably you** will differentiate you from an applicant pool of people who choose to mimic the voice of the industry.

DRAFT YOUR ONE LINER

Use your newly established voice to distill who you are into a single line.

Getting Started:

It's hard to pare down *the essence of you* into just a single line... but these exercises can help get you started.

EXERCISE ONE:
Write a personal **vision** (who you want to become) and **mission** (who you currently are).

EXERCISE TWO:
List your ten top qualities, traits, or strengths. Brag about yourself!

EXERCISE THREE:
Ask a friend to describe you... get a completely biased opinion of just how great you are.

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One Liner Formula:

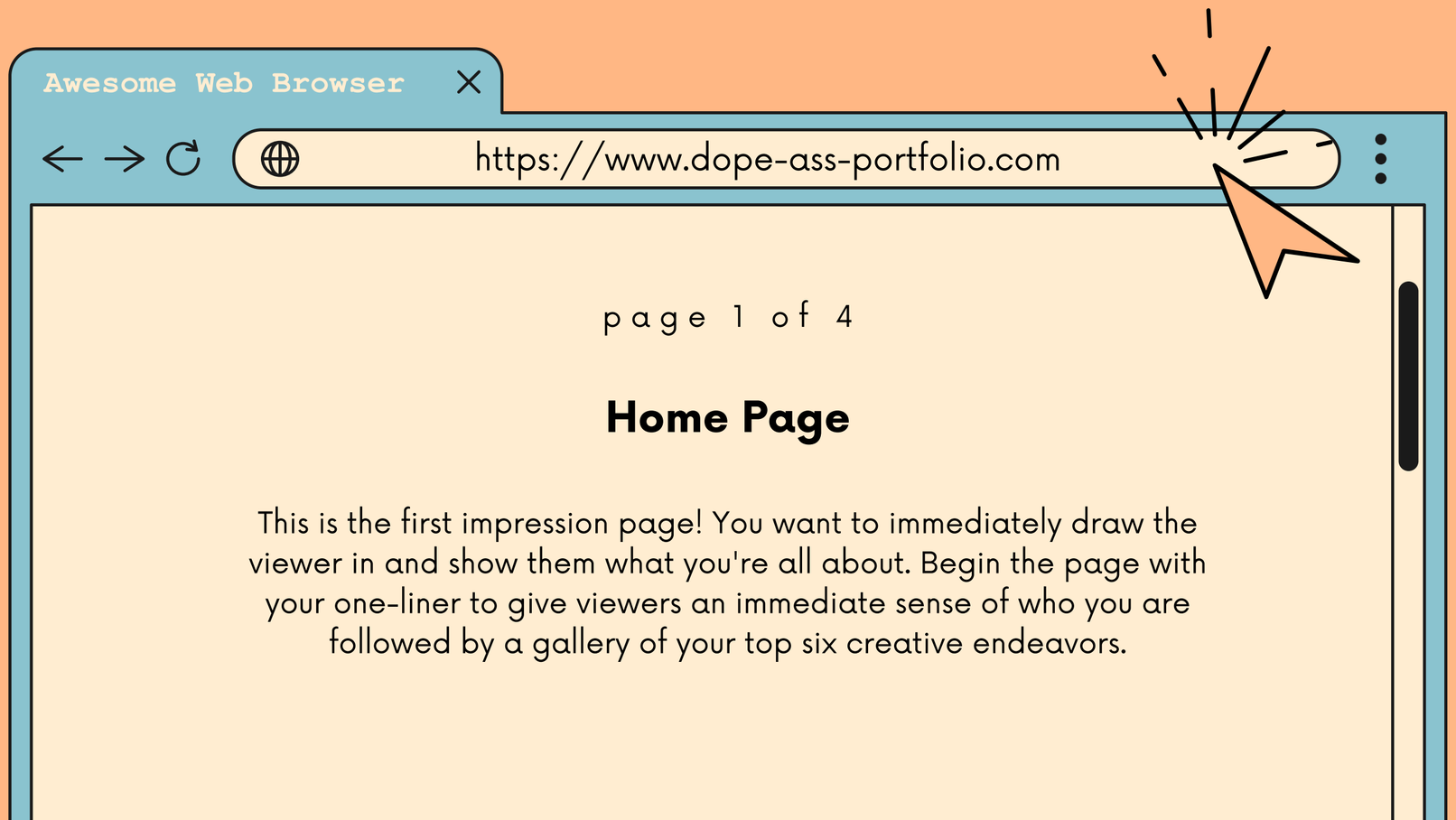
If you're having a tough time, try following this formula.

Your name is a creative title with a strong background in major/concentration and a passion for your passion. + a fun fact about your ideal creative environment.

FOR EXAMPLE:
Rachel Gaede is an art director with a strong background in creative technology and a passion for creating human-centered branding experiences. She is most productive when listening to Fleetwood Mac.

CREATE YOUR PORTFOLIO

Capitalize on the opportunity to share all of your passions.



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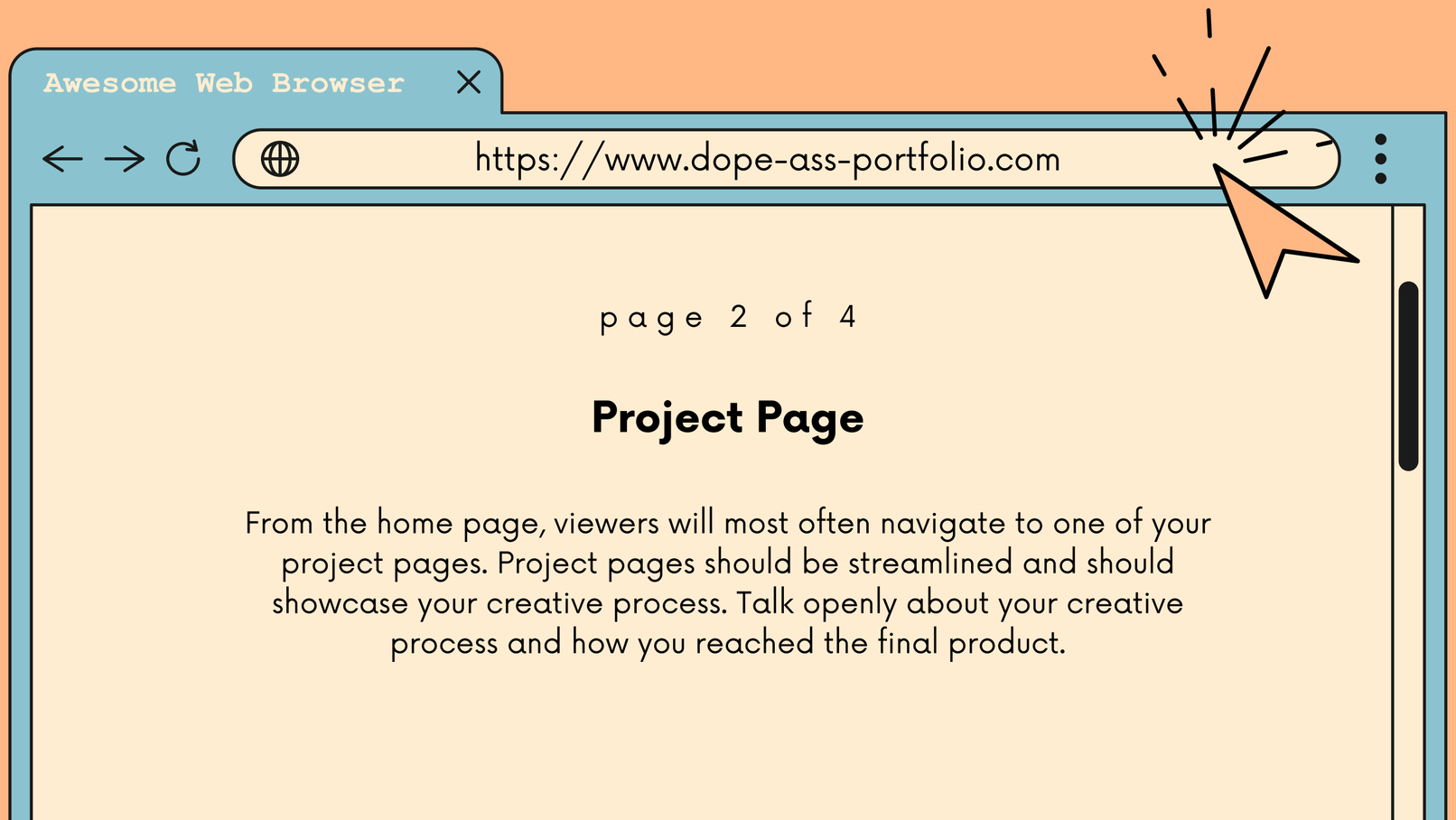

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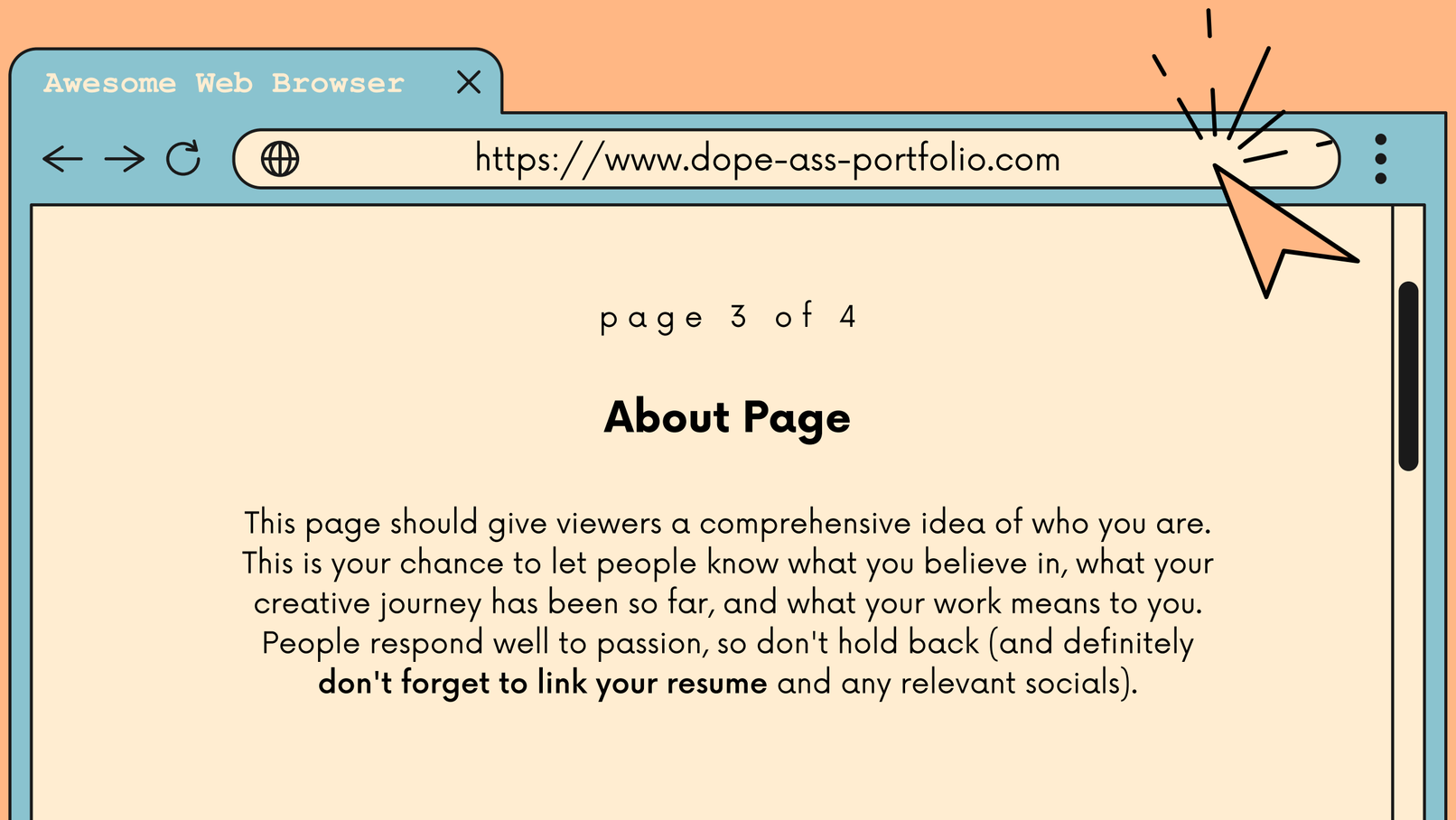

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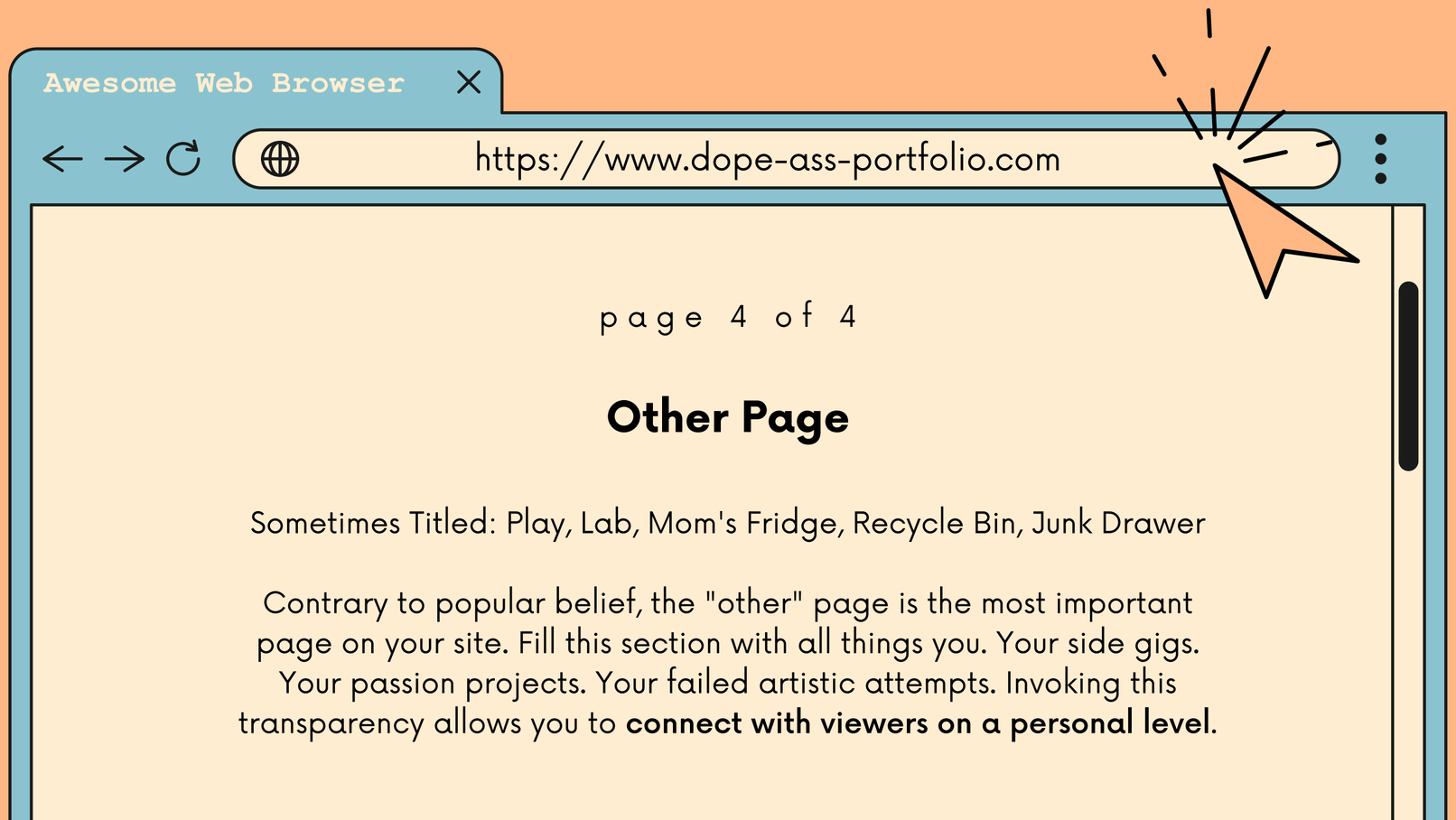
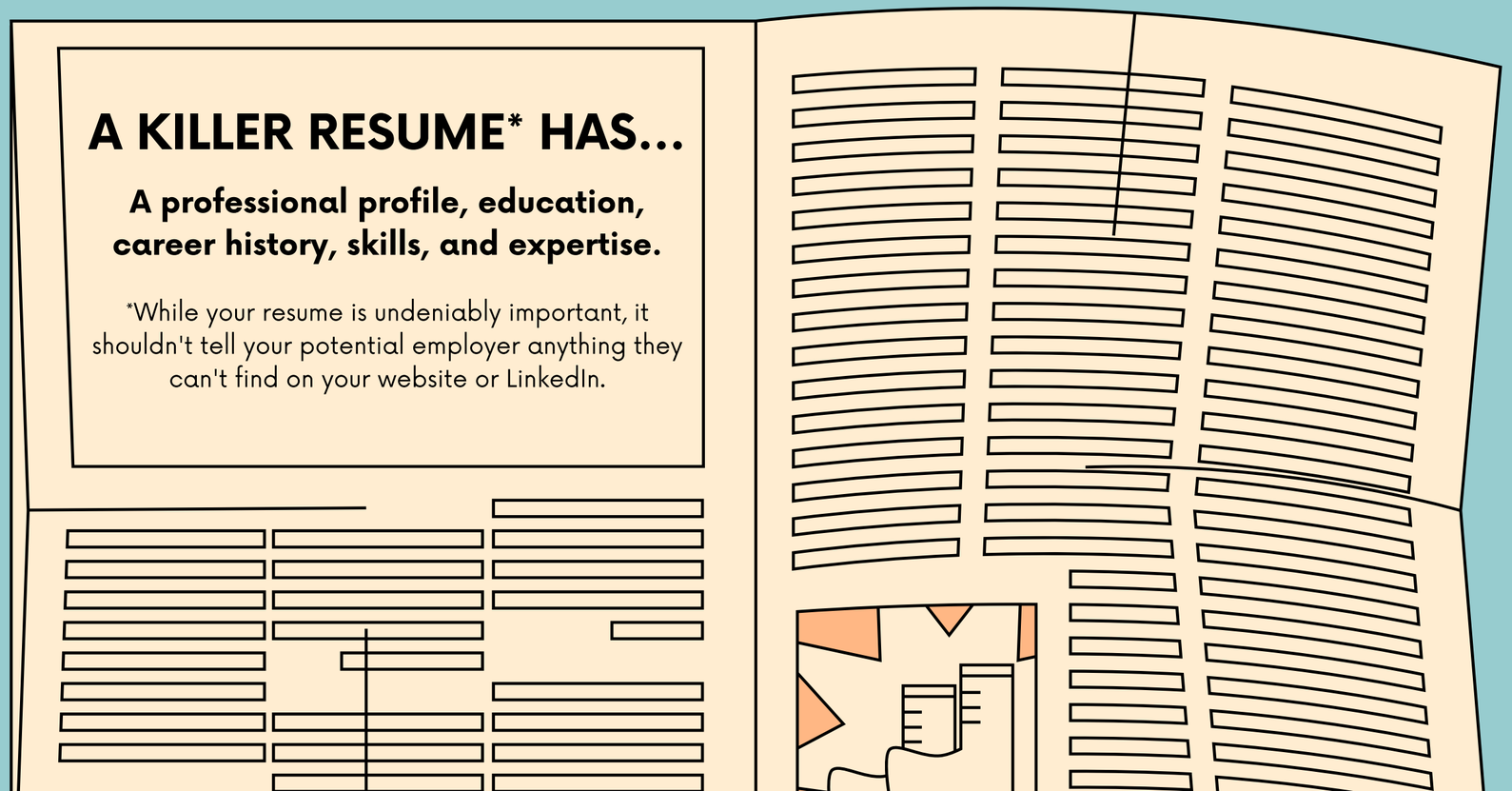


BUILD YOUR RESUME

Give an overview of your creative journey.

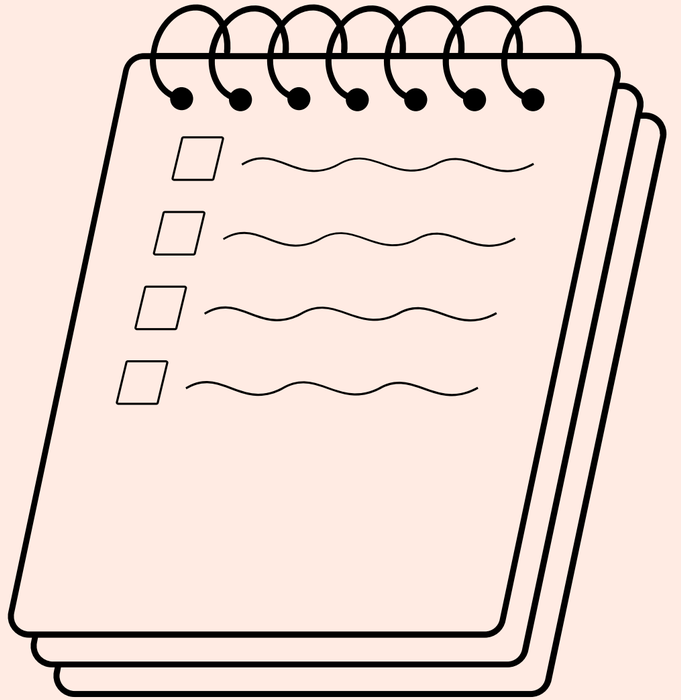


COMPILE RECS*

The classic "but don't just take it from me..."

*it's always good to have a couple rec letters on hand. Don't feel like you need all three rec letters, pick the one that best fits your needs!

1	**Previous Employers...** can attest to your professional skillset, your ability to perform in the workplace and your areas of creative expertise.
2	**Former Professors...** can discuss your growth as a creative, who you are as a learner, and how you respond to constructive criticism.
3	**Literally Anyone...** can vouch for who you are as a human being, what fuels your creative drive, and the impact of your work.



EMPLOYMENT HIT LIST

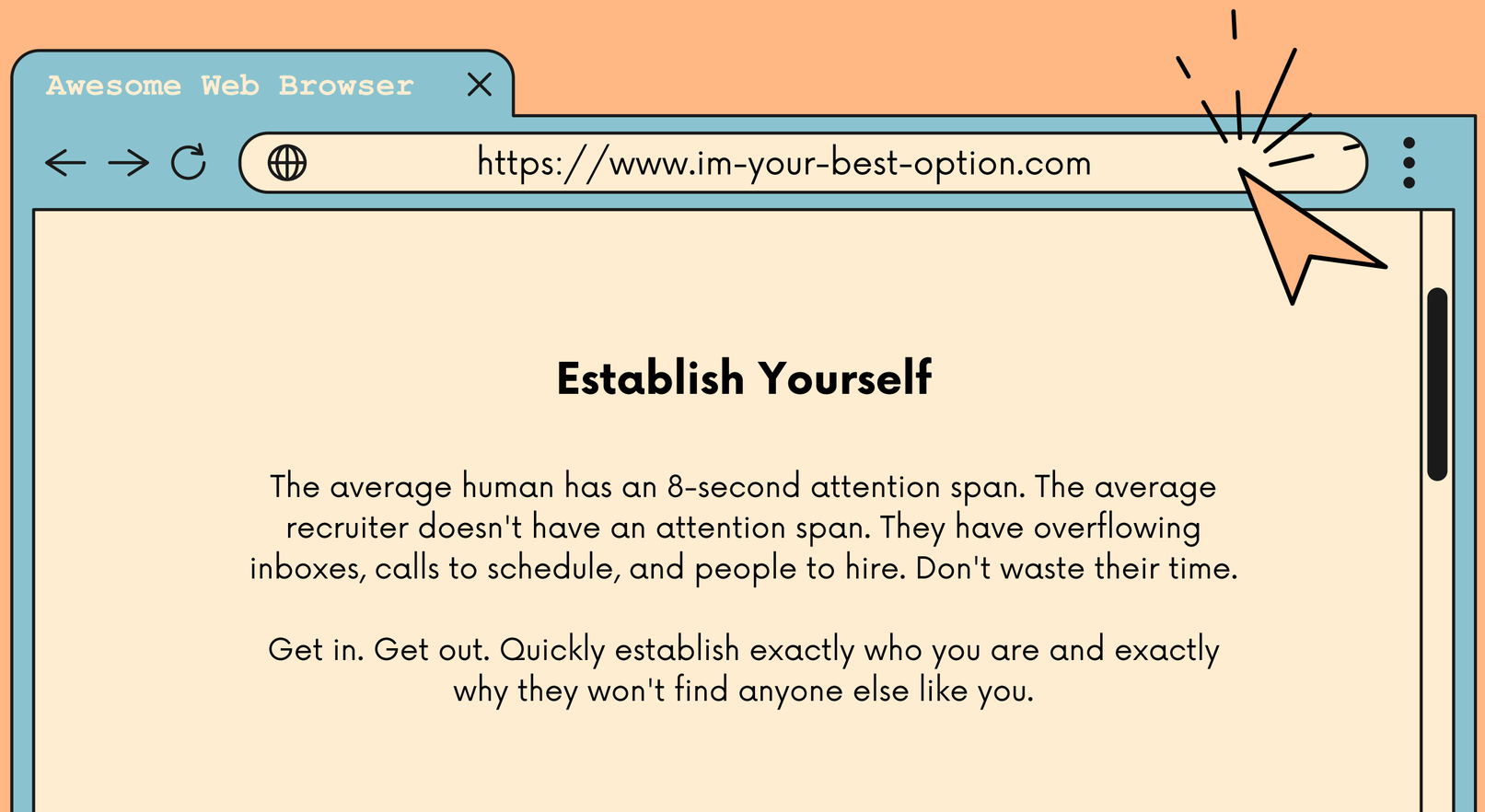
This is a Luke Sullivan classic. Make a list of 100 potential employers. If that sounds like a lot of work- it is. But this Hit List will allow you to optimize your application process.

For each employer, list the company name, office location, number of employees, a link to a recruiter's LinkedIn, their top clients, your favorite project(s) by them, and their website. Feel free to organize your list in a way that makes sense to you.

For example: Wunderman Thompson, California, 7,000+ employees, www.linkedin.com/allisonadams, Shell/Mazda/Snap Inc./Hulu, www.wundermanthompson.com

EMAIL OUTLINE

Stand out against your competitors by being unapologetically you.



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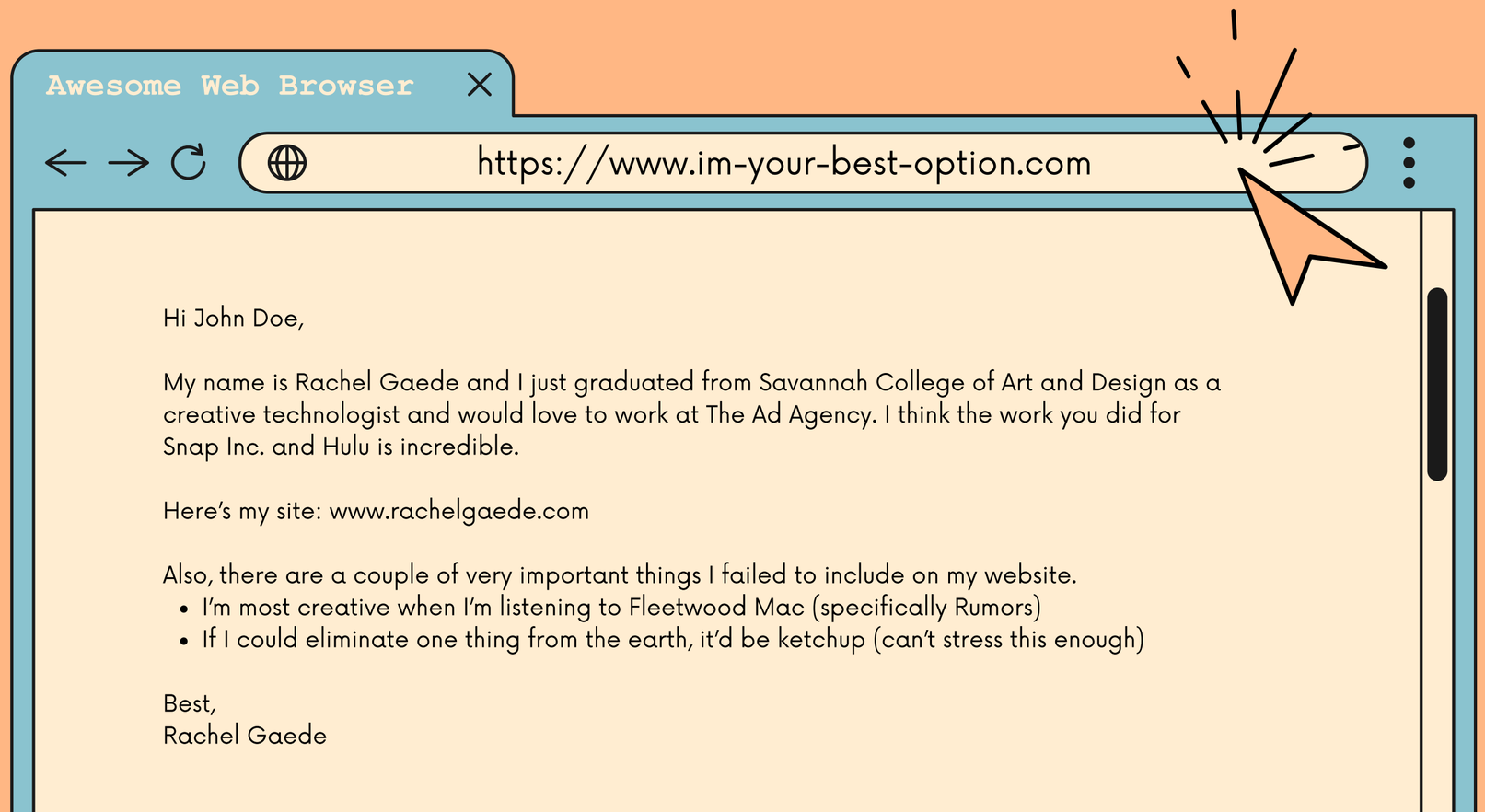


NETWORKING SHEET

Kinda like LinkedIn, but old school, and way more stealthy.

Make Excel Your Bitch

Excel sucks. You know this.
But you're going to make Excel do all the work so your brain doesn't have to... and trust me, it's worth it.

THE SET UP:
To set up your networking sheet, keep things simple. Open Excel or Google Sheets and make three columns: Name/Position, Company, and Talking Point (example on next slide).

THE USE:
The whole point of this sheet is to make you look like the business savvy genius you are. This sheet will help you keep track of who you know and **how you know them.**

NETWORKING SHEET

Kinda like LinkedIn, but old school, and way more stealthy.

NAME & POSITION	COMPANY	TALKING POINT
Nancy Reyes, CEO	TBWA	3% Conference
Rachel Gaede, Jr AD	Wunderman Thompson	SCAD Networking Event

connected

can't connect

requested

Let's use Nancy Reyes as an example. I heard Nancy host a discussion at the 3% Conference. I added her name, position and company to the sheet. Then I filled out the **most important piece**: my talking point. The next time I see or speak with Nancy I can quickly reference this sheet and say "Hey Nancy! I hope things are going well at TBWA. I wanted to say how impactful your words at the 3% Conference were."
Showing that you care about and remember what people have to say is one of the easiest ways to ensure people care about and remember what you have to say.

This color code helps you keep track of who you've reached out to on LinkedIn. Green is people you've connected and spoken with, yellow is people you've reached out to, and red is people you aren't yet able to connect with.

LINKEDIN MESSAGE TEMPLATE

LinkedIn is a fantastic way to build your network and make connections with potential. Put yourself out there. Get that job!

1

Pick a Workplace

Using the LinkedIn search function, find a company where you'd love to work.

2

View Current Employees

From the company page, select "people." Choose an employee with mutual connections or similar work history.

3

Select a Template

Connect by sending a message. Write your own, or choose a template (right) that aligns with your relation to this employee.

CONNECTING WITH ALUM

Hi **NAME**! I'm a senior **YOUR MAJOR** student at **YOUR UNIVERSITY**, and I noticed you're an alum...

(PICK ONE)

- I'm considering applying to **COMPANY NAME,** and I'd love to discuss your experience working there.
- I've always wanted to work at **COMPANY NAME**, and I'd love to discuss your time working there.
- Working at **COMPANY NAME** is a dream of mine, and I'd love to hear about your experience working there.
- With graduation approaching, I'm exploring different employment options and I'd love to hear more about what you do as a **POSITION NAME**.
- I'm considering pursuing a career in **POSITION NAME** and I'd love to hear more about your career path with **COMPANY NAME**.

CONNECTING WITH RECRUITERS

Hi **NAME**! I'm a senior **YOUR MAJOR** student at **YOUR UNIVERSITY**...

(PICK ONE)

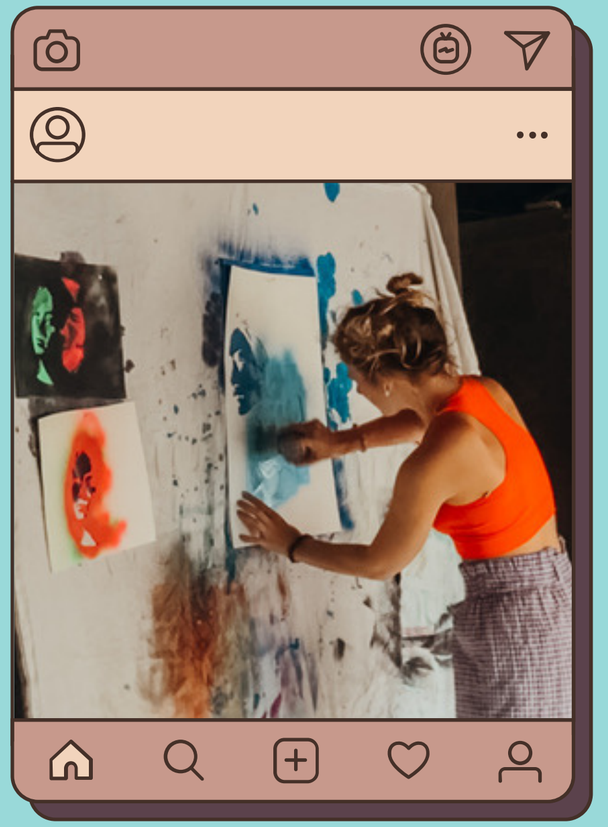
- I noticed you're a recruiter for **COMPANY NAME**, and I'd love to hear more about what you look for in your applicant pool.
- I noticed you're a recruiter for **COMPANY NAME**, and I was wondering if you'd have time to discuss what you look for in an ideal candidate?
- I noticed you're a recruiter for **COMPANY NAME**, and I'd love to discuss what makes an employee a good fit for your company.
- I noticed you were previously a recruiter for **COMPANY NAME** and I was wondering if you'd have time to discuss what you look for in potential new hires?

New Tab
YOU GOT THIS.
Most importantly, have confidence in yourself and your abilities.
You worked your ass off to be where you are now. Make it known.

SHAMELESS SELF PROMO

I'd be remiss if I didn't at least attempt to tell you about who I am and what I do as a designer.

I'll keep it brief.

I'm an art director by job title, but a creative technologist by passion. It's my goal to leverage creative data and evolving technology to create unique and inspiring immersive brand experiences.

I'd love to hear from you about anything you found helpful (or unhelpful) about this job guide. My contact info's linked to my site so hit me up and let me know your thoughts :)