

Campaigning for a job in the ad industry

Advertising graduate Pamela Anne Meyers has launched a campaign documenting her job-hunting process in her quest to become a junior strategic planner. The campaign can be followed via <http://pamela4planner.blogspot.com>, a blog where viewers can track the progress of the campaign, its targets and their responses.

Meyers returned to South Africa recently in search of a career as a junior strategic planner. "South Africa is where my passion for branding sits, my spirit for communication both face-to-face and digital grows and where creativity thrives," she says.

"My career will truly begin when I finally put all that I have got into an agency that I can call home, an agency that thinks in the future, globally minded towards growth but inherently local in action. To market myself to my target, the advertising and branding arena, I launch PAMELA 4OUR PLANNER."

Provide insight

Although the blog is centred around providing information about her skills and experience, she is using it to provide insight into SA's brands and products. The blog also includes the profiles of companies where she has worked and also where she wishes to work, hot agencies and experiential spots, book and movies reviews.

The most important part of the campaign is to act as a source of inspiration for graduates to step up their game, when searching for positions towards their aspiration, she adds.

"The job hunt goes far beyond a word document, when competition is high. Grads like brands need to voice their services through relevant forms of communication, to engage their audience but also inform their employer. Today, emails are easy to issue, instant and accessible, but they are not enough to clench a position in your aspiration."

Continues Meyer, "Whether you're accepted or not, is a subjective science highly dependent on a brand's experience, the graduate being the brand. The experience through email does not provide an holistic perspective hence an integrated campaign will provide greater insight, visual presence with an all important connection towards relationship building."

The blog also offers a space where press can follow the progress of her campaign, from agency response up to forthcoming events.

Track this enterprising young graduate at <http://pamela4planner.blogspot.com>.

For more, visit: <https://www.bizcommunity.com>