



SALEM STATE UNIVERSITY  
CAREER SERVICES

# Advertising

MAJOR CAREER GUIDE

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## **ACADEMIC INFORMATION**

Follow this link to the Salem State University Advertising Department home page. Here you will find program information, degree options, course listings, events information and much more:

[https://catalog.salemstate.edu/preview\\_program.php?catoid=38&poid=4346](https://catalog.salemstate.edu/preview_program.php?catoid=38&poid=4346)

## **WHAT CAN I DO WITH MY MAJOR?**

Are you an Advertising major or are you considering Advertising as a major? Follow the link below to the “What Can I Do With My Major?” resource on the Salem State University Career Services web site:

<https://elearning.salemstate.edu/courses/939337/pages/what-can-you-do-with-your-major>

## **PROFESSIONAL ASSOCIATIONS**

As in any profession, staying connected to professionals in your field is vital. Below are links to professional associations for Advertising professionals. Stay up to date with industry trends, connect with fellow Advertising professionals and utilize resources for job searching:

[American Association of Advertising Agencies](#)

[American Advertising Federation](#)

[The Advertising Research Foundation](#)

[Association of National Advertisers](#)

## **INFORMATIONAL INTERVIEWING**

Informational interviewing is a method of gathering information about career options, industries and employers. It is an opportunity to learn about a particular job from someone already in the field. It is *not* a job interview, but it can help you learn about job opportunities and build your network for when the job search comes. This is an ideal chance to help you gain a more thorough understanding of a particular industry or job. It's also a great way to determine “is this what I want to do?” and to learn about different paths others have taken to get where they are.

## **JOB SHADOWING**

Another way to gain access and information to your industry of choice is by job shadowing. Job shadowing is an opportunity to follow a professional in your field for an agreed upon amount of time. Typically, job shadow experiences will last anywhere from one day to one week. Much like an informational interview, this is your opportunity to see firsthand a “day in the life” of a professional.

## **VOLUNTEERING**

Volunteering is another great way to learn about what to expect when working in your industry. Similar to a job shadow, you will be able to see a “day in the life” of a professional while also contributing some of your own skills or services. Volunteering can give you a chance to gain new expertise and help you narrow down your specific interests in the field. Follow the links below to help you identify current volunteer opportunities:

<http://volunteer.nsuw.org/>

**SAMPLE RESUME**

**Adam Vertiser**

50 Pond Street, Salem, MA 01970 | 978-555-5555 | advertiser@gmail.com

**EDUCATION**

Salem State University, Salem, MA

**Bachelor of Science, Communications**

May 20XX

Concentration: Advertising

GPA: 3.7

**RELEVANT COURSEWORK**

- Copywriting for Electronic Media, Principles of Advertising and Integrated Marketing Communications, Print Copywriting, Studio Production, Video Editing, Experiential Learning in Advertising

**RELATED EXPERIENCE**

WGBH, Boston, MA

20XX – 20XX

***Copywriting Intern***

- Write, edit, and proof, copy for campaigns using all media -- online (content that works for both mobile and desktop), social media, print, and video.
- Collaborate with creative team members to facilitate continued evolution of the brand voice and messaging
- Collaborate with team, product managers and business owners to determine concepts and copy direction of branding and marketing initiatives
- Provide customized messaging and copy based on defined customer segments, shared knowledge of user behavior, and best practice standards

LAUNCHPAD MEDIA, Watertown, MA

20XX - Present

***Digital Media Assistant***

- Assist with WordPress related updates - add text, images, simple lay-out changes to client sites
- Attend client meetings and/or participate in conference calls for evaluation of materials
- Track client edits/changes and communicate updates to clients
- Assist with some out-of-office productions that occur annually.

**WORK EXPERIENCE**

RED'S RESTAURANT, Salem, MA

***Waiter***

20XX – 20XX

- Provided efficient service to customers in a busy, fast-paced environment
- Answered questions and resolved concerns

**SKILLS**

*Computer:* Excel, Access, Power Point, Microsoft Office, Photoshop, Adobe Creative Suites

*Social Media:* Facebook, Twitter, Snapchat, Instagram, Pinterest

*Language:* Arabic and English

**INVOLVEMENT**

American Advertising Federation, Salem State University, Salem, MA

20XX – 20XX

***Student Member***

The Log, Salem State University, Salem, MA

20XX – 20XX

***Web Editor***

**SAMPLE COVER LETTER**

**Adam Vertiser**  
50 Pond Street, Salem, MA 01970  
advertiser@gmail.com (978) 555-5555

Date (i.e. January 1, 20XX)

Jane Smith  
WGBH  
72 Lafayette Street  
Salem, MA 01970

Dear Ms. Smith,

I am applying for the position of Marketing Coordinator recently advertised on your web site. As my resume indicates, I am presently employed as a Digital Media Assistant at Launchpad Media and I have completed my Bachelor of Science in Communications with a concentration in Advertising from Salem State University. I believe that my skills and experiences make me a qualified candidate for the Marketing Coordinator position.

Your advertisement specified a need for someone with copywriting experience as well as experience in creation and implementation of advertising programs. For the past year, my work as a Digital Media Assistant has developed my online communication and advertising techniques. As a result of my work as a Copywriting Intern, I have developed a level of customer service and editing skills needed to succeed in the collaborative world of advertising and sales. My strong attention to detail and creativity will be a benefit while working in the Marketing Coordinator position at WGBH.

I appreciate your time and look forward to talking with you further about the position of Marketing Coordinator. I welcome the opportunity to further discuss my qualifications and thank you for your consideration.

Sincerely,

Adam Vertiser

**SAMPLE COMPANIES**

AAA Northeast  
Allen Roche Group  
Amazon.com, Inc  
Arlington Public News  
Arnold Communications  
Boston VIP List  
Bridge Nine Records  
CGPR  
CollegeFashionista  
Common Sense Media Inc  
Dog Health News  
Dr. Phil Show  
Emanio Creative  
Facebook  
FOX 25 WFXT Boston  
GAP Promotions LLC  
Google, Inc  
Greater Media Boston Radio Group  
HC Pro  
Iron Music Booking Agency LLC  
KISS FM Radio  
Launchpad Media  
Methuen Community TV  
MK3 Creative  
Net Atlantic  
Prevention Wellness Trust Fund  
RoosterGNN  
Salem Hospital  
Shawmut Communications Group  
Six Spoke Advertising  
Sperling Interactive  
The Creative Group  
The Salem News  
This Old House  
TipHive  
Totalcom Solutions, Inc  
Two Dots Productions  
Verizon Wireless  
Waxman Communications, LLC  
WCVB News Center 5  
WGBH  
WHDH-TV Channel 7  
WWLB-TV (22 News)  
Zipcar, Inc