

BACKGROUND

- Gillian Wasser is a recent marketing graduate and has just launched a self-promotional campaign to help kickstart her career.
- Gillian first noticed that she wanted to pursue a career in marketing in high school where she began preparing by taking relevant courses such as marketing, media arts, photography, media studies and business.
- In April 2013, Gillian completed an Honours BA in Communications Studies as well as a Graduate Certificate in Public Relations from McMaster University.
- In September 2013, Gillian moved to England to complete a master's degree in digital marketing. Gillian has since graduated from the program (with distinction) from Birmingham City University with an MA in Future Media. The program was taught by industry experts in an agency-style setting where Gillian was given the opportunity to work for clients on live briefs.
- In addition to her academic career, Gillian has held numerous communications-related paid positions, including working as a Community Manager and a research assistant. Most recently, Gillian completed a 4-week internship at LIFE Agency working as their Strategy Intern.
- At the beginning of March 2015, Gillian returned to Toronto and has since launched a self-promotional campaign with the intent of landing a job as a strategist. The aim of the campaign is to communicate her creative and strategic abilities in the hopes of landing her dream job working for an integrated marketing agency.
- The campaign consists of five different elements: a website, media kit, BuzzFeed quiz, social media, as well as print advertisements.
- The campaign will officially run from Monday, March 9, 2015 until Friday, March 27, 2015.
- To view the campaign in full, please visit Gillian's website: bit.ly/DreamJob4Gillian