

FREQUENTLY ASKED QUESTIONS

What is the #DreamJob4Gillian campaign?

#DreamJob4Gillian is a self-promotional campaign I designed to aid me in finding my dream job in marketing. It consists of five different elements: a website, media kit, BuzzFeed quiz, social media, and print advertisements. While there are many reasons for designing the campaign, the primary reason is that I wanted to demonstrate to marketing agencies my creative and strategic abilities. To learn more about the campaign, please visit my website: bit.ly/DreamJob4Gillian

Why did you decide to create a self-promotional campaign?

I decided to create a self-promotional campaign because I wanted to make a great first impression and get noticed by the most creative agencies out there. The aim of the campaign is to provide marketing agencies with the opportunity to experience my creative and strategic abilities first hand with the hope of convincing them to contact me for an interview. For more information about the campaign, please visit my website: bit.ly/DreamJob4Gillian

What does your dream marketing agency look like?

Although I have done a lot of research on the various agencies, I won't know for sure what my dream agency looks like until I sit down and talk to them face-to-face. That being said, I would love to work at an independently-owned, integrated marketing agency in Toronto. Areas of marketing that I am particularly interested in are: consumer packaged goods, experiential, out-of-home and digital. For more information about what I am looking for, please visit my website: bit.ly/DreamJob4Gillian

Why did you decide on these five elements for your campaign?

The #DreamJob4Gillian campaign consists of five different elements: a website, media kit, BuzzFeed quiz, social media, and print advertisements. Each of these five elements were chosen for different reasons. The social media, website, and media kit elements help to demonstrate what I learned while working as a Community Manager as well as during my academic career. They also are used to help increase the discoverability of my campaign. Similarly, the BuzzFeed quiz helps to promote my campaign as well as demonstrating my ability to create content, while also acting as a fun way for me to interview potential agencies. Lastly, the print campaign is used to demonstrate my skills beyond digital marketing and to inform the agencies I am interested in about my campaign. For more information about the five elements in the campaign, please visit my website: bit.ly/DreamJob4Gillian

Are you only looking for jobs in Toronto, or are you willing to relocate?

At this time, I am only looking for jobs in Toronto. The reason for this is because I just moved back after spending the past year and a half living in England. Although living abroad was an incredible and life-changing experience, I am really looking forward to living in Toronto again. To see some of the projects I worked on while in England, check out my website: bit.ly/DreamJob4Gillian

Why are you looking for a job at an integrated marketing agency?

Rather than focusing on one particular area, I want to work at an integrated marketing agency because I want to experience all types of marketing. While I am very interested in areas such as digital and experiential, I feel that since I am just starting out I should gain a bit more experience working with all types of marketing before I venture into one specific area. For more information about what I am looking for in a dream job, please visit my website: bit.ly/DreamJob4Gillian