

# **MEDIA RELEASE**

**For Immediate Release**

## **Marketing graduate launches self-promotional campaign to find her dream job**

**(TORONTO, Ont. -- March 9, 2015)** Recent graduate, Gillian Wasser, has launched a self-promotional campaign in the hopes of landing her dream job as a strategist at an integrated marketing agency in Toronto. The campaign called #DreamJob4Gillian will run from Monday, March 9, 2015 until Friday, March 27, 2015.

For the past year and a half, Gillian has been living abroad in England as she completed her master's degree in digital marketing. Now that she has returned to Toronto, Gillian has launched a self-promotional campaign to help kickstart her career in marketing. The aim of the campaign is to provide marketing agencies with the opportunity to experience her creative and strategic abilities first hand with the desire of convincing them to contact her for an interview.

"I wanted to do something different from the traditional resumé and cover letter to try to stand out from the other applicants," explains Gillian. "Although the thought of putting myself out there is absolutely terrifying, I want to show marketing agencies that I am not afraid of a challenge as well as to demonstrate my skills as a strategist."

The campaign will be launched on Monday morning and consists of five different elements: a website, media kit, BuzzFeed quiz, social media, and print advertisements.

To view the campaign in full, please visit Gillian's website: [bit.ly/DreamJob4Gillian](http://bit.ly/DreamJob4Gillian)

### **About Gillian Wasser**

Gillian Wasser has spent the last 10 years preparing for a career in marketing. She holds an Honours BA in Communications Studies from McMaster University, as well as a Graduate Certificate in Public Relations. Most recently, Gillian was studying abroad in England and graduated with distinction from Birmingham City University with an MA in Future Media. Now that Gillian has moved back to Toronto, she is looking for her dream job at an integrated marketing agency working as a strategist.

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