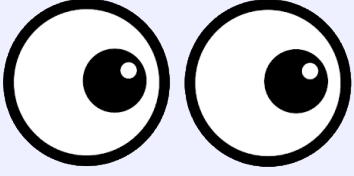


YOU 

MIGHT

BE A 

MARKETER

**A career in marketing & advertising
isn't what you think it is.**

**But it just might be where
you are meant to be.**

DO YOU FEEL YOUR *TWEETS* DESERVE TO GO VIRAL? X

YOU MIGHT BE A

MARKETER



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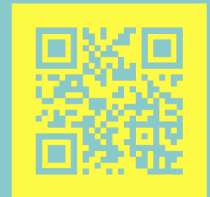
DO YOU ALWAYS MAKE SURE THE PHONE EATS FIRST?

YOU MIGHT BE A

**DIGITAL
CREATOR** 



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DO YOU UPDATE YOUR AESTHETIC DAILY?

YOU MIGHT BE A

*SOCIAL
MEDIA
MANAGER*



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DO YOU BELIEVE
THERE'S A
PERFECT *MEME*
FOR EVERY
PERSON?



YOU MIGHT BE A

**CONSUMER
STRATEGIST**



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DO YOU GET *LOST* IN INTERNET RABBIT HOLES?

YOU MIGHT BE A

*MARKET
RESEARCHER*



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DO YOU EVER WISH BINGE-WATCHING SHOPPING 🛍️ HAULS HELPED PAY FOR **YOUR** SHOPPING HAULS?

YOU MIGHT BE A

*TREND
ANALYST*



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DO YOU GHOSTWRITE YOUR FRIENDS' DATING PROFILES?

YOU MIGHT BE A

COPYWRITER 



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DO YOU BSESS OVER THE LIGHTING OF YOUR UNBOXING VIDEOS?

YOU MIGHT BE A

*VIDEO
EDITOR*



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DO YOU ANALYZE PEOPLE BASED ON THEIR SIGN?

YOU MIGHT BE A

*MEDIA
PLANNER* 



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DO YOU **OVER-** FANTASIZE ✨ ABOUT FANTASY FOOTBALL?

YOU MIGHT BE A

*DATA
ANALYTICS
MANAGER*



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DO YOU ALWAYS

PLAN 

THE 



ROAD TRIPS &

SPA DAYS  ?

YOU MIGHT BE AN

**EXPERIENCE
MARKETER**



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DO YOU SPEND
YOUR FREE TIME
HELPING YOUR
FRIENDS **BUILD**
UP THEIR
SIDE HUSTLES? 

YOU MIGHT BE A

*SMALL
BUSINESS
MARKETER* 



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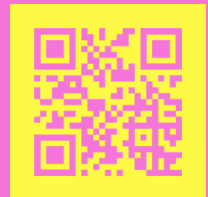
DO YOU COORDINATE ALL THE GROUP CHATS?

YOU MIGHT BE A

*BRAND
MANAGER*



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OVERVIEW OF THE MARKETING AND ADVERTISING ECOSYSTEM



KEY PLAYERS:

BRANDS

Brands invest their marketing dollars to get consumers to buy their products or services. This communication may come in the form of a TV ad, a digital banner, or a social media post. Brands such as Nike, Walmart, and GM use marketing to grow their businesses.

CREATIVE AGENCIES

These agencies work with brands to develop the creative campaigns that will appeal to consumer interests by tapping into a deep insight that will motivate them to act. Creative agencies such as McCann, Ogilvy, and Wieden+Kennedy will work with their brand clients to conceive and execute these creative ideas.

MEDIA AGENCIES

These agencies work to place that creative message in a medium where consumers will interact with that communication. Well-known media agencies include Universal McCann, OMD, GroupM and Horizon Media.

PUBLISHERS

Publishers work to amass audiences through unique programming such as sports, humor, and entertainment. The publisher will then monetize this audience by serving brand ads while engaging in that programming. Well-known publishers include NBCUniversal, The New York Times, and A+E Networks.

To learn more about what career opportunities exist in each, please visit www.aef.com/mightbeamarketer or scan this QR code to find out more!

