

GET HIRED: CREATIVE AGENCIES PANEL

• Panelists & Moderator:

- [Mascha Strunk](#) - Director of Talent @ Zambezi - <https://zmbz.com/careers/>
- [Rachel Yoo](#) - CEO + Founder @ hiro - <https://www.wearehiro.co/join>
- [Jeremy Chau](#) - Talent Specialist @ RPA
- [Consuelo Rivas](#) - Media Strategy Director @ Spark Foundry
- [Shari Holly](#) - Moderator - Director of Operations @ PipelinesMobile

• [The CSU Entertainment Alliance](#) Intro

• [Pipelines Mobile](#) Intro

• Preparing for careers in the agency world

• Introductions for panelists

• What kind of entry level roles are available? What should they be looking for and researching?

- Mascha
 - Entry level rolls: assistant, junior, coordinator, etc - in every department
- Consuela
 - Look for analyst positions
- Rachel
 - Their model is unconventional and different
- Jeremy
 - Assistants, coordinators, juniors
- Rachel
 - Hiro is very different
 - They want to step up the peers of gen Z
 - Want the team to be the audience so that they have insights
 - <https://www.wearehiro.co/join>
 - Looking for problem solving attitude, contributors
 - Looking for the drive and talent that you have already put in to show your chops - design or writing skills, etc.
 - The intent is to train, mentor, groom, etc. to lead the client work
 - Focused on empowering the next gen to lead the way

• What do you focus on?

- Jeremy
 - Account management, production strategy, etc. - everything under one roof
- Consuelo
 - Media and creative focused
 - Works with creative agencies to make sure that what the client is doing is showcased in the right way



- **What do you focus on? (CONT'D)**

- What kind of clients do you work with?

- Consuelo

- Seattle and west coast

- Mattel

- Dole

- REI

- Starbucks

- Work with the creative teams to make sure their vision and objectives come to life across medias

- Mascha

- They come from a sports focus but it has broadened now

- Taylor made golf

- USGA

- LA84 nonprofit

- Software, beverages, tourism, etc.

- Rachel

- Still sorting that out on their end

- Their sweet spot: the queer eye for brands

- Brand therapist

- Help you be self aware and bring out the best version

- Favorite work is when the founder is really close to the company so they can help express their vision

- Helping the bigger story of the core brand identity that inform all parts of visual identity

- Smaller nonprofits, etc

- Companies that care

- Believe that the future of business is to have a purpose beyond just profit

- **The part that agencies play in production? How do they work with directors, etc?**

- What is the involvement?**

- Jeremy

- There are a lot of intricate areas that go into planning a campaign

- In house production team as well

- Rachel

- Came up through the ranks and being on the agency side you contract out a lot

- The team is generating ideas and then they work with the client to pursue a look, a certain director, etc.

- Can be done in house or they bring in the outside pieces

- There can be a lot of layers

- Who can make it? What is available to produce it? Should it be animated or not? Etc

- Depends on what the creative demands

- Mascha

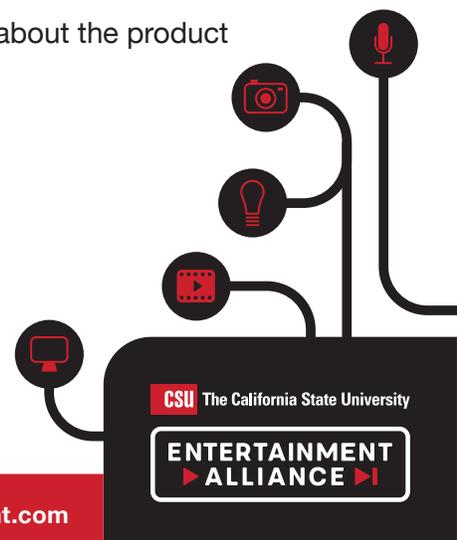
- Usually when clients try to solve a brand problem - they talk a lot about the product

- The agency works to make you feel something from the product - to build a brand story

- Consuelo

- They don't usually work with production companies

- The "middleman" for making things happen



• **Where do you start? What should students be doing? Training, skills, etc? How did you get started?**

◦ Consuelo

- Networking - meeting people and connecting
- LinkedIn is hugely important
- Started as a media associate roll through shari
- Asked the questions of those people and got a referral
- Connect with people, even if they can't help you right now
- When you don't have the network it is much harder to get your foot in the door
- Apply to jobs and see if there is

◦ Mascha

- Agreed
- LinkedIn - you can build a network and build a relationship directly but there is also a "soft network"
- Someone can see you are connected to other folks and that gives it a bit more credibility

◦ Jeremy

- Do your research before you connect with folks and do networking
- Use your personal network
- The classwork and group work you do in college - add those folks to your network

◦ Rachel

- Depends on the role
- If it is visual, you need to have visual work
- As a designer, you need to have a site / portfolio / work to show
- Make up your own problems to solve
- Portfolios of other peers to see what the standard is and then use those
- They always look at that first
- On the less tangible roles - that is more about critical thinking
- You can demonstrate your ability to do that in your emails, etc.
- A lot of times it requires being an excellent communicator so think through what you are saying, every piece leaves an impression
- You are always presenting yourself, even in your voicemail
- Everything you do demonstrates information about you and your ability
- Take opportunities even if they seem boring
- Gives you experience in the working environment
- The soft skills are what differentiate people

◦ Shari

- Be proactive because within this industry, nothing comes directly to you
- You have to put in the work - do the due diligence

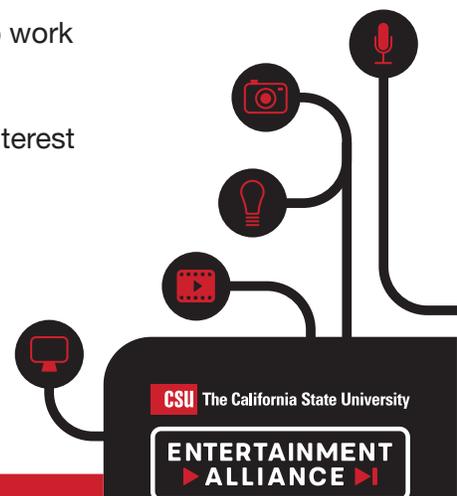
• **What makes a linkedin profile stand out?**

◦ Mascha

- Usually what helps them is that you know what you are getting yourself in to
- If your resume has no info about advertising, it is a red flag
- Do trainings on your own time
- Do a rebranding of a popular company just to have some portfolio work

◦ Jeremy

- Interpersonal awareness is big
- Hired a stand up comedian because the skills she has from that interest
- Use your side passions to add skills to what you are applying for



• What makes a linkedin profile stand out? (CONT'D)

◦ Rachel

- Schools have a lot of undergraduate opportunities for this
- Changed her career in her 30s and then was an intern at that age
- Want to inspire you to be aware of what is out there
- Know who your competitors are
- The best path is to chose one and try it - obsess about it for 6 months, try it, and then present that
- Read the case studies, etc so you can go up against people who have done direct study on it
- You don't have to commit for your life, try things out
- Pick something and try it
- You'll be better off

◦ Shari

- Do your due diligence
- Interviewing people who don't know what they want to do is a huge red flag
- Know your why of why you want to be there

• How often do you hire freelancers?

◦ Mascha

- Schools have a lot of undergraduate opportunities for this
- Changed her career in her 30s and then was an intern at that age
- Want to inspire you to be aware of what is out there
- Know who your competitors are
- The best path is to chose one and try it - obsess about it for 6 months, try it, and then present that
- Read the case studies, etc so you can go up against people who have done direct study on it
- You don't have to commit for your life, try things out
- Pick something and try it
- You'll be better off

◦ Rachel

- The culture lends itself well to freelance because it is often project based
- Have friends who have only freelanced - permalancers
- They want the option to leave whenever they want
- Many who incorporate for tax benefits
- If you want that, you need to learn about that
- Independent taxes, etc.
- Can be a great option because you can manage your own schedule and work
- Hiro is only a freelance team
- They have a network that they reach out to
- They treat you as staff with opportunities for growth and training

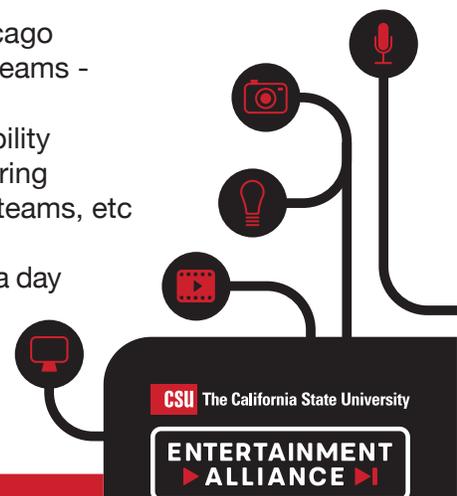
• Can you describe the work culture? Corporate or indie? Teams?

◦ Consuelo

- They are a bigger agency so it is more corporate
- Offices in Seattle are more boutique than the headquarters in Chicago
- The pre-covid benefits - smaller office and more clients - smaller teams - paid holidays off
- A lot of benefits to working with a bigger agency - vacation - flexibility
- Work perks - snacks, happy hours, team networking and volunteering
- BRG - groups that focus on certain tasks - LGBTQ+ team, Latinx teams, etc
- Benefits in smaller agencies as well
- Hours are pretty long - as a media associate would work 10-12 hours a day

◦ Jeremy

- Collaborative work environment
- Bring your side passions into your work



• **Can you describe the work culture? Corporate or indie? Teams? (CONT'D)**

◦ Mascha

- Try both - they both have huge advantages
- On the big company side you get to work with companies with huge budgets, big teams, etc.
- On the smaller side - you know everyone - you get to build a team - get in front of clients faster

◦ Rachel

- Has worked at big and small
- The larger companies have things like 401k and benefits, etc.
- Fit in culturally better at smaller agencies
- You can feel your impact - you can see it faster and more
- Bigger companies are extremely bureaucratic
- They also have more strict dress codes etc
- More formal
- She thrives with the more freedom, even in the smaller things like wardrobe

◦ Mascha

- They are small but they have good benefits still

• **Want to talk about diversity and inclusion within this industry. Does your company have any initiatives, DNI goals, clubs, events, resources etc? What do you do to support under represented talent?**

◦ Consuelo

- They took a big look under the hood this year to see where they stand on this
- They have some great top talent that focused on Dni and created a council that helps with mentorship, training, hiring and elevating, continuously bringing them up
- They have a lot of work to do but she is proud to be a part of making it better

◦ Jeremy

- Participating in the 413 - 13% increase of black folks in their programs
- ERG groups now
- Asian groups, LGBTQ+

◦ Mascha

- Also a part of 413+

◦ Rachel

- Have partnered with pipelines and meet regularly to discuss what it looks for their company
- Needing to develop talent to have more diverse talent at the mid to senior levels
- Have to start earlier in the career
- That is why Hiro exists
- Wanted to groom talent from the entry level - invest in them
- Make the population reflect the diversity of the audience

◦ Shari

- All Hiro's staff are all gen z
- If you're a creative - they are an incredible place to work

◦ Rachel

- What they love about pipelines if that the definition of diversity is so wide
- For example: ageism
- How does the agency think of young talent?
- They are also on the beginning of this journey and learning

• **Resources that will help students in their pursuits - initiatives, clubs, forums, portals, etc - anything you think would be helpful - please drop them in the chat so folks leave with tangible resources**

• **How far can an applicant show off the side gigs without interfering with the clients?**

- Brief description on your resume
- Put more info on linkedin - use it as an overflow space



- **Are there any summer internships available this year/summer?**
 - Jeremy
 - They have a summer internship deadline is Feb 26
 - Also full time careers - reach out to him after this
 - A lot of their positions are going remote and virtual
 - Rachel
 - No internships, only jobs
 - Encourage you to apply to join the freelance community

- **Do you have any tips for cinema graduates in terms of connecting to linkedin / networking in general?**
What is an effective way to reach out to a recruiter without being a creep or a pest?
 - Rachel
 - She doesn't accept linkedin from folks she doesn't know
 - Jeremy
 - Make a more concerted effort - not a blank add - a short intro - sweet and concise
 - Why you want to connect with that specific person?
 - Try to be transparent but not creepy
 - Rachel
 - Wanted to note that
 - Artists solve their own problems
 - Creatives/agencies solve other people's problems
 - Figure out which one is more you

- **When applying to the companies, what email should people use? Personal or school?**
 - Mascha
 - The one that you are going to keep for a long time so if there isn't a position now they can follow up later

- **Where does Gen Z fall in terms of roles?**
 - Consuelo
 - More entry level positions
 - Rachel
 - Has nothing to do with age - usually more about your experience
 - Unless they specifically hire an age group, it doesn't really matter

- **What tips or advice for finding work in the Covid environment? Apply for remote or wait for things to get better?**
 - Rachel
 - Never wait
 - Jeremy
 - Be open to possibilities like freelance and contract
 - You are only going to gain experience

- **What are your thoughts on unpaid internships?**
 - Mascha
 - Tricky in California
 - If you are doing school it can be unpaid but very few agencies are doing unpaid because it is too risky
 - Would rather have you come out with something tangible
 - Rachel
 - Depends on what you are passionate about
 - There comes a point when you can be more selective but if you are at an entry level, take the experience
 - Each state also has their own laws about this



- **What do you look for when hiring a freelancer and how long do the gigs last?**
 - Mascha
 - It's very wide and can be anything
 - Rachel
 - Looking for someone who can add value right away
 - A lot of time you don't have a luxury to not be available if you want the work

- **What are some of the production companies you work with?**
 - Jeremy
 - Not too involved with that process but there are a few in Santa Monica
 - Use the network connection to find those areas within the production companies
 - Rachel
 - Do your research on what you are inspired by, what you want to make, etc.
 - Look through the credits on projects - google it.

- **On the topic of internships, what do media companies look for?**
 - Consuelo
 - General communication skills
 - Software skills (adobe, etc.)
 - Personality traits (ENFJ?)
 - Language skills
 - Include info about WHO you are
 - Jeremy
 - If you know the job, search out the skillsets required and train for them
 - Work backwards and figure out what you have done to make yourself right with your school and work experience

- **What about experience that isn't directly tied to what they are looking to do?**
 - Jeremy
 - All of your experiences bring you to the table
 - If you don't have experience in the industry you will have to start at entry level before you can move up so you can learn about the industry
 - Rachel
 - At the interview phase you need to know how it can be applicable even if it isn't within the industry
 - What did you learn from previous experiences? Managing crazy teams, learning new skills, etc.
 - You might get promoted more quickly because you have other non-tangible skills
 - Most of your work will apply somehow

- **Gaming industry - do you work with anyone in that field?**
 - Mascha
 - Husband works with Activision but no current clients
 - Jeremy
 - They do a lot of different industries but not gaming right now
 - Shari
 - Transferable skills & transferable skills = gold
 - Look it up and figure out what experiences you have that you can apply to this

- **Are media agencies still hiring interns or special assistants for events, even with the pandemic?**
 - Consuelo
 - Check out the company websites to see what they are hiring for as it has changed

