

FIND A JOB:

What?

Where?

Bring It Daddy-O!

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ALL JOBS

ADVERTISING JOBS

MARKETING JOBS

DESIGN & CREATIVE JOBS

GEEK & WEB JOBS

Tuesday's Bad-@ss Job

Senior Art Director
Lee Tilford Agency, Inc., Sunset Valley, TX

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Why Being on Time to Work Matters

Career Oxygen | Dave Thomas
May 5, 2015

Most of us have been there at one time or another. You start a new job and make sure that you're on time for the first few weeks. Before you know it, whether by accident or plan, being at work at 8 a.m. turns into showing up at 8:03 a.m., 8:05 a.m., 8:10 a.m., and so on, and you are being reminded of what your hours truly are.



Natural Hair Product Sales Are Soaring

Justine Huffman
May 5, 2015

For ages, we saw a majority of black women appear in media with hairstyles heavily leaning towards the Eurocentric variety. Within the past two years, more black women have been appearing in digital, print, and television ads with their hair fashioned in its natural state. This natural hair wave ...



Sales Offers Help Quantify Podcast Advertising

Dwayne W. Waite Jr.
May 5, 2015

In the age of Big Data and the C-Suite's insatiable appetite for ROI, AdLand has been fumbling for numbers that support creativity. No longer does the "gut feeling" set marketers and brands at ease. In order to do what creatives want to do, we must provide numbers that support our claims. We unde...



Searchable Emoji and New Filters in Instagram

Jessica Cherok
May 5, 2015

Instagram just got a whole lot more expressive. Now you can add emoji hashtags to your posts, as well as gussy up your photos with new filters. Instagram updated their iOS and Android apps to include the emojis when using hashtags. This means you can search posts using the emojis. According to...



New Poll Provides a Starting Point on Race in the U.S.

Doug Bedell
May 5, 2015

Don't know how you feel about telephone polling, but here, at least, is a mile marker for our times. CBS News and the New York Times took a poll from April 30 to May 5 that found, by extension, that 61 percent of Americans "now say race relations in the United States are bad," the highest perc...

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Landor Associates
Cincinnati, Ohio
- Client Director**
Landor Associates
San Francisco, California
- Senior Strategist**
Landor Associates
San Francisco, California
- Art Director**
BOHAN Advertising | Marketing
Nashville, Tennessee
- Studio Designer**
Glass Agency
Sacramento, California
- Personal Vacation Planner**
Carnival Cruise Lines
Miramar, Florida
- Client Director**
Landor Associates
New York, New York
- Digital Marketing Specialist**
Strikepoint Media
Chicago, Illinois
- Account Executive**
Strikepoint Media
Chicago, Illinois

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Tuesday's Bad-@ss Job**Client Director**

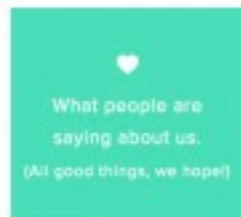
Landor Associates, New York, NY

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July 21, 2015*

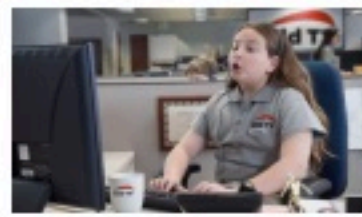
"As long as you work for me, don't you ever hold your tongue when you know that what is being said isn't accurate or true," my new CEO said to me across the conference table during the meeting, his eyes locking with mine. The room seemed very small as everyone looked at me, the junior copywriter, as he continued, "I hired you because of your creativity and because you see things differently. Speak up. Don't let them go down the wrong path."

**Planned Parenthood in a PR Vise***Doug Bedell
July 21, 2015*

Planned Parenthood is in a crisis for which there may be no defense – a charge, advises David E. Johnson of Strategic Vision, LLC, "that the organization sells fetal tissue from abortions to researchers for a profit. Such action if true would be illegal." If you have the stomach for it, Johns...

**Get Down with thredUP***Justine Huffman
July 21, 2015*

thredUP is an online pre-owned clothing shop for women and children, headquartered at the home of the Golden Gate Bridge. Founded in 2009, thredUP aims to provide superb second-hand attire by popular brands, while saving people time and money, along with the planet. The company wants you to be green...

**Sling TV Launches #TakeBackTV Campaign***Dwayne W. Waite Jr.
July 21, 2015*

The battle for TV is just about to get more competitive. It's about time. After the rise of online offerings like Hulu Plus, Netflix, and even HBO GO, there hasn't been an outright rebellion against the TV powers-that-be. Well, we could refer to the "Cut the Cord" campaign, but that was a little ...

**Beme Circumvents Your Social Media Perfection***Jessica Cherok
July 20, 2015*

We all know social media is fake. The image of who we present ourselves to be online simply isn't genuine. Sure, it's less genuine for some, but by and large we're all trying to present our online selves in the best light possible. A new app called Beme aims to change all of that....

NEWEST JOBS**Senior Art Director**
The Integer Group
Chicago, Illinois**Senior Graphic Designer**
Cotton and Company
Stuart, Florida**Copywriter**
Anderson Marketing Group
San Antonio, Texas**JUNIOR PLANNER**
The Pub
New York, New York**Associate Editor**
Agora, Inc.
Baltimore, Maryland**Relationship Manager**
The Pub
New York, New York**News Editor**
Agora, Inc.
Baltimore, Maryland**Tax Manager**
Agora, Inc.
Baltimore, Maryland**Account Coordinator**
SA YES Foundation and Nnovative Marketing Solutions
San Antonio, Texas[Browse All Jobs](#)

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Council

redbox

TIFFANY & Co.

The New York Times

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Marketing Manager

Fine Arts Museums of San Francisco, San Francisco, CA

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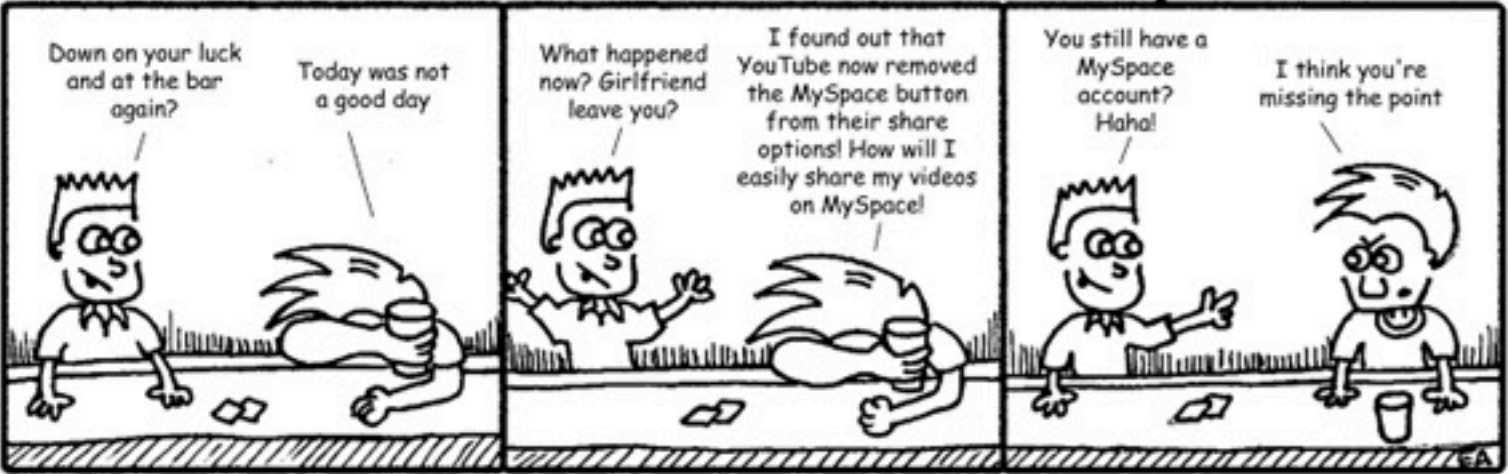
Marketing Through Resume: Achievements Over Duty

Career Oxygen | Jessica N. Abraham-Hogan
August 21, 2015

Aside from the new standards of quality that have been instituted into the new resume requirements for getting past Applicant Tracking Systems, we have to realize that, for most of our lives, we have been writing the resume wrong. Professional resume writers are often baffled at how some of the top professionals at Fortune 500 companies have included so few achievements within their resumes, but have listed many duties!

HAPPe HOUR

by elliot antal



Finally, You Can GIF Yourself

Jessica Cherok
August 21, 2015

Giphy is now making it easier for us to create GIFs. If you're unfamiliar with Giphy, it indexes GIFs for users to search and share. Their collection of GIFs comes from which GIFs are the most popular and shared across the web. GIFs are used across all kinds of media, and have quickly become a fa...



9 Modern-Day Quotes About PR – and One Not So Much

Jeannine Wheeler
August 21, 2015

Who among us has not hung an inspirational quote above our desks or on the bathroom mirror? Words of wisdom can empower, motivate, and compel us to do our best in whatever industry in which we work. Here are 10 of the best about PR. "People do not buy goods and services. They buy relations, sto...



Open Mind for Campaigns That Shine

Cameron Kirkwood
August 21, 2015

I was reading 'The Sweet Spot' over for inspiration earlier today. I highly suggest to anyone in the industry who hasn't read it yet to do so; although there are hundreds of thought-provoking insights to choose from, there is one today that stood out to me in particular. "Too often do we ...



NatureBox Thinks Outside the Box with Podcast Ads

Justine Huffman
August 21, 2015

You can't sell anything to an audience of zero. Everyone isn't wild about TV and radio ads, so what's a retailer to do for promoting? Become sponsors in exchange for ad space on podcasts. NatureBox, a healthy snack subscription service, utilizes podcast ads to generate hype for their unique...

NEWEST JOBS

Director of Marketing and Operations
Agora, Inc.
Baltimore, Maryland

Marketing Associate
Agora, Inc.
Baltimore, Maryland

Media Planner/Buyer
Rawle Murdy Associates
Charleston, South Carolina

Social Media Coordinator (Part Time)
Talent Zoo
Atlanta, Georgia

Production Artist
Ingenuity Design
Norwalk, Connecticut

UI/UX Web Designer
Magic Logix
Carrollton, Texas

Senior Account Executive
Bader Rutter
Brookfield, Wisconsin

SEO and Analytics Specialist
PureRED
Stone Mtn, Georgia

Marketing Associate
Aciron Consulting, LLC
Cambridge, Massachusetts

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TIFFANY & CO.

The New York Times

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Communications Specialist

Receipt Bank, Washington, DC

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Don't Send Another Resume Until You Read This

Guest Column / Tom Kellum
June 23, 2015

This isn't a resume contents improvement article. Heaven knows you can find plenty of advice on that – all over the Web. For purposes of this cautionary advice, it doesn't matter whether you have a professionally prepared resume or a standard one that you whipped up – because, as savvy job hunters know, employers use resumes mainly to screen you out, and not to find reasons to contact you for an invitation to an interview.

Inherent Skills to Find in Your Next Marketing Hire

Hire & Higher / Emily Griebel
June 22, 2015

As a veteran marketing agency executive, I set fairly high standards for new hires. As the leader of the account management and strategy department at Esparza, I work hard to ensure my team is equipped to handle day-to-day client activities as well as strategic planning tasks.



Less E-Waste, Please

Justine Huffman
June 23, 2015

Major phone carriers should adopt mobile phone recycling programs. Carriers entice us to splurge, to have the best phone of the moment, but what happens to the stock phones of yesteryear? A lot of them become e-waste, according to a new study by the University of Surrey in England....



ANA Seeks RFP for Media Transparency Study

Dwayne W. Waite Jr.
June 23, 2015

The Association of National Advertisers (ANA) has been trying to make some serious moves as of late. From snagging thought leaders from around the world, to covering (and uncovering) issues that are important to the marketing world, we must say that the ANA is really trying to become a bigger voice ...



ELLO :)

Shalice Sherald
June 23, 2015

Ello is a social media app built on the promise of no advertisements. It was hyped last summer but failed to deliver. The site was initially invitation only and that only fueled the demand. But users were very disappointed. The app only offered basic functions, create posts and follow other users. E...



Buzzfeed's All Grows Up

Mike Bush
June 22, 2015

In September of 2001, the day planes crashed into the World Trade Center, Pentagon and field in Pennsylvania, a communications professor at George Mason did something that everyone thought was insane. He held class. He turned the news on (it was a comms class, after all), and as the students watched...

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Friday's Bad-@ss Job

Account Supervisor

AMF Media Group, San Ramon, CA 94583

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Forget Your Name: What's Your Persona?

Career Oxygen | Peter Bossio
October 9, 2015

In most "tribes," there are one or two interviewers who are good with names. The rest are likely to compare you based on persona. Think about it; if you've been following any of the debates, you can see this on display front and center. The candidates all take jabs at each other's positioning. As an experiment, forget the candidate's name and just refer to them by the impression they left on you.

HAPPE HOUR

by **elliott antal**



Everybody
Just Take
a Deep
Breath &
Play Nice



All Pumpkin Everything!

Justine Huffman
October 9, 2015

WARNING: The word pumpkin will be generously used throughout this post. Prepare yourself! It's not officially autumn until the pumpkin-flavored and/or scented items come out to play. The orange squash of Halloween-inspired carvings is no longer limited to spooky displays and The Legend of Sleep...



Twitter Takes a Few 'Moments' to Stay Relevant

Jeannine Wheeler
October 9, 2015

Does the world really need yet another channel to aggregate its news and top trends? Twitter is about to find out with the launch of its new feature, Moments, which it calls "the best of what's happening on Twitter in an instant." Solely for U.S. Twitter users for now but with plans to laun...



Facebook Mobile Just Got So Much Cooler

Jessica Cherok
October 8, 2015

It's about damn time! Facebook is finally allowing its users to set GIFs as profile pictures. The new feature is part of an update Facebook brought to its mobile platform. The seven-second video can either be one you record on Facebook or a GIF you upload. But unless you're in California or the UK, ...

NEWEST JOBS

Marketing and Design Manager

Connectivity Marketing and Media Agency
Tampa, Florida

Senior Interactive Designer

Sposto Interactive
Kutztown, Pennsylvania

Web Designer

Sposto Interactive
Kutztown, Pennsylvania

Interactive Project Manager

Sposto Interactive
Kutztown, Pennsylvania

Front End Developer

Sposto Interactive
Kutztown, Pennsylvania

Senior Producer

KEF Media
Smyrna, Georgia

Financial Analyst

Landor Associates
San Francisco, California


Strategist

Landor Associates
Cincinnati, Ohio

Client Director

Landor
Chicago, Illinois

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Strategist

Landor Associates, Cincinnati, OH

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Career Development At Any Level

*Career Oxygen | Jessica N. Abraham-Hogan
September 11, 2015*

Leaders, it is on you to take the reigns. It is on you to influence and inspire. Why lead followers when you can lead leaders who can help you influence those followers?

HAPPe HOUR

by **elliott antal**



Instagram's New Ad Features

*Jessica Cherok
September 11, 2015*

While Instagram's users are excited about breaking out of the square picture format, advertisers on Instagram are about to get a feature update of their own. The photo-sharing app announced this week that companies around the world will have an easier time advertising on the site. According to In...



AdLand and Uncertainty

*Dwayne W. Waite Jr.
September 11, 2015*

We are in the business of selling the idea. AdLand survives by getting brands to agree that our ideas will work for their brands. No doubt, then, that uncertainty is a monster we try to run from. At least in many cases. We are all well aware that uncertainty is there, and to be entirely sure ...



Justin Bieber Schooled Us On Promo with

*Justine Huffman
September 11, 2015*

Belieber or not, we must give Justin Bieber's team props for their marketing strategy for "What Do You Mean?," the first single from the young crooner's new album. Famous friends and eager fans posted pictures and videos of themselves across Bieber's Instagram, Twitter, and Facebook fan...



A Youngster, Hilde Lysiak, 8, Keeping Journalism Alive

*Doug Bedell
September 10, 2015*

There's something irrepressible about the urge some people, like freckle-faced, eight-year-old Hilde Lysiak in Selinsgrove, Pa., have about gathering and publishing information, in Hilde's case as the monthly The Orange Street News. (That's the street where Hilde lives.) The Columbia Journalism Rev...

NEWEST JOBS

Account Executive

Section 127
Indianapolis, Indiana

Art Director

David James Group
Oakbrook Terrace, Illinois

Single-page App Developer

HUX
Atlanta, Georgia

Senior Administrative Analyst – Marketin...

UCLA Health
Los Angeles, California

Advertising Specialist

Maryland Live Casino
Hanover, Maryland

Digital Strategist

Simantel Group
Peoria, Illinois

Graphic Designer/Art Director, Mid-Level

Seed Factory Marketing
Atlanta, Georgia

Marketing/PR Manager

MASHstudios
Los Angeles, California

Marketing Coordinator

EverGreene Architectural Arts
New York, New York

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