

Career Resource Directory

Welcome!

This guide is here to help you kickstart (or level up) your career in the creative, media, and advertising industries.

Inside you'll find practical tools, inspiring resources, and opportunities to grow your skills, meet people in the industry, and stay motivated- whether you're just starting out, building a portfolio, or planning your next move.

Explore & Plan Your Career

Start by figuring out what you enjoy and where your strengths are.



Strengths Profile

Find out what you're naturally good at.



ERIC App

Explore creative careers, track goals, and find events.



DMA Quiz

See which marketing roles could suit you.



IPA Careers

Explore job roles across advertising, media, and strategy.

Learn & Build Your Skills

Free or budget-friendly ways to boost your creative toolkit.



Google Digital Garage

Marketing, career, and data courses.



Creative Lives in Progress

Portfolio tips, advice, and open studios.



FutureLearn

Short courses on design, storytelling & more.



Bauer Academy

Training and qualifications designed with real media employers, including creative, media and digital skills programme.



Connect, Get Involved & Find Opportunities

Meet people, join programmes, and get your work out there.

Networking:

The Dots - a creative community to follow, connect and share your work – and Youth Beyond Borders platform for young creatives to connect and discover opportunities across media and the arts.

Mentoring:

Creative Mentor Network, Meet a Mentor, and SheSays – Who's Your Momma.

Opportunities & Programmes:

Creative Access, Brixton Finishing School. Open doors to the creative industries. Check out Ad Unlocked to explore 'Discover Creative', their initiative helping young people find their path into advertising and Aspiration Digital for those exploring digital careers.

PLOY:

A platform that helps young creatives discover job opportunities and connect with top agencies and employers.

Competitions:

D&AD New Blood, Cannes Young Lions, WYK

Show Your Work & Get Seen

Make it easy for people to discover what you can do.

Portfolios (for creative roles only):

If you're applying for creative roles (design, copy, art direction), build a portfolio on Behance

CVs:

You won't need a CV to apply for roles with Publicis Groupe - but it's still useful to have one ready for other opportunities. Create a stand-out one with Canva CV templates

LinkedIn & Personal Brand:

LinkedIn isn't just for job hunting - it's a great place to show what you're about. Share what you're learning, post things you're proud of, and connect with people you'd love to work with one day. A few small updates can make a big difference, and LinkedIn Learning's free tips can help you make your profile stand out.

Look After Yourself & Stay Inspired

Stay confident, resilient, and full of fresh ideas.

Wellbeing:

The Mix and Mind – Young People have brilliant advice and resources to help you stay confident and balanced.

Stay Inspired & In the Loop:

Keep up with what's happening in the industry by following Creative Boom, It's Nice That, and The Drum- and don't forget to check out industry press like Campaign and PRWeek. Watch TED Talks or listen to the Creative Rebels Podcast when you need a fresh burst of ideas.

Remember:

Rejection isn't the end - it just means you're one step closer to the right **"yes"**.

Further information



Interested? Connect with us to find out more!
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