

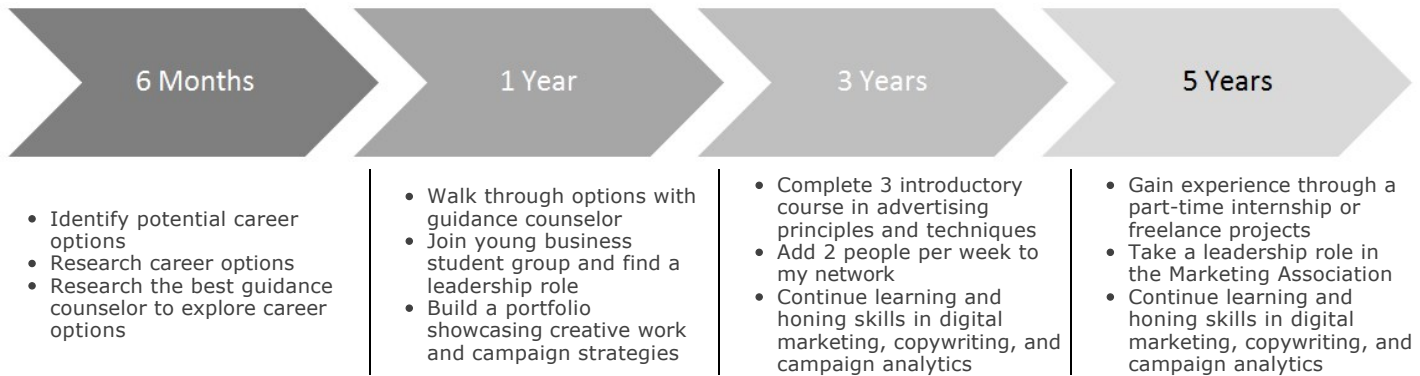
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Career Map

GOALS

Overall Goal

To become a successful advertising professional known for innovative campaigns that captivate audiences and drive business growth, ultimately rising to a leadership role in a renowned advertising agency. My overall goal is to pursue a career in advertising and marketing then start a marketing company. In order to start my practice I will need to develop foundational entrepreneurship skills along with critical marketing skills.



SWOT

<p style="text-align: center;">Strength</p> <ul style="list-style-type: none"> • Creative thinking and strong communication skills • Able to easily solve problem • Passion for storytelling and creating impactful marketing campaigns 	<p style="text-align: center;">Opportunity</p> <ul style="list-style-type: none"> • Growing demand for digital advertising expertise in the industry • Potential for career advancement and salary growth with experience and proven success • Talk to mentors to see if they can help with networking opportunities through industry professionals and online communities
<p style="text-align: center;">Weakness</p> <ul style="list-style-type: none"> • Limited professional experience in advertising • Need for further technical skills development in areas like data analytics and digital marketing platforms • Passion for storytelling and creating impactful marketing campaigns 	<p style="text-align: center;">Threat</p> <ul style="list-style-type: none"> • Competition for entry-level positions in the advertising industry • Rapidly evolving technology and industry trends requiring continuous learning and adaptation • Economic downturns impacting advertising budgets and job opportunities

TARGET

Metric	Current	Target	Strategy
Industry	Walgreens	Advertising	Research top firms and conduct informational interviews.
Education	High School	Bachelors	Make sure my grades are good in order to get into the school of my choice.
Title	Store Clerk	Associate	Determine the roles and responsibilities for an Associate.
Culture	Formal	Open and Innovative	Go to Glassdoor to research company culture.
Compensation	\$8.00	\$103,000	Salary.com to see the going rate for new Associates. Determine how I get to the maximum of the range
City	Chicago, IL	New York, NY	Research neighborhoods to determine best location and affordability. , Travel arrangements.

ORGANIZATION

Name	Differentiation	Description
Ogilvy & Mathers Advertising/Marketing	One of the largest and most powerful ad agency's in the world. Offered a comprehensive strategy to buying experience.	Ad agency that focuses on creative, strategy and media with a global footprint. Main offices in Chicago, New York, and London.
Omnicom Group Advertising/Marketing	Omnicom Group specializes in combining creative, strategy and buying.	Omnicom is an inter-connected global network of leading marketing communications companies. Our portfolio provides the best talent, creativity, technology and innovation to some of the world's most iconic and successful brands.
Mindshare Advertising/Marketing	Mindshare is built on our shared values of speed, teamwork and provocation.	We are a global media agency network of 9,300 people across 86 countries with diverse opinions, cultures and passions. We are united by our desire to create new media experiences for our clients and their consumers and have fun whilst doing it.
P&G Advertising/Marketing	Has some of the most powerful brands in the world.	As of 2015, 21 of P&G's brands have more than a billion dollars in net annual sales. Most of these brands—including Bounty, Crest, Always, and Tide—are global products available on several continents.
Leo Burnett	Some of the strongest creative in the advertising industry.	Burnett used dramatic realism in his advertising, the Soft sell approach to build brand equity. Burnett believed in finding the "inherent drama" of products and presenting it in advertising through warmth, shared emotions and experiences.
Burrell Communications Advertising/Marketing	Full service multi-cultural advertising agency that work with some of the largest brands in the world.	40+ years of experience has given us the expertise, finesse, and empathy to connect with and engage Millennials, Boomers, and Gen Xers, remember them? From the financially underserved to the socially responsible to

		gearheads and sneakerheads.
Wieden+Kennedy Advertising/Marketing	Known for creative and innovative advertising campaigns across various industries.	Their work often stands out for its boldness and ability to connect brands with audiences in unique ways, setting them apart in the competitive advertising landscape.
BBDO Worldwide Advertising/Marketing	Their emphasis on data-driven insights and creative storytelling helps them create compelling brand narratives that resonate with consumers, distinguishing them as a leader in the advertising industry.	BBDO Worldwide is a prominent global advertising agency known for its strategic thinking and impactful campaigns across various media channels.
McCann Worldgroup Advertising/Marketing	Their strength lies in their ability to deliver integrated marketing strategies that blend creativity with data-driven insights, making them a trusted partner for brands looking to connect with consumers effectively and authentically.	McCann Worldgroup is a renowned global marketing services network, offering a comprehensive range of advertising, digital, and public relations solutions.
JWT (J. Walter Thompson) Advertising/Marketing	Their strength lies in their deep understanding of consumer behavior and their ability to create compelling brand narratives that resonate across diverse audiences, setting them apart as a pioneer in the advertising industry.	JWT, also known as J. Walter Thompson, is a historic advertising agency with a legacy of crafting impactful campaigns for global brands.
Saatchi & Saatchi Advertising/Marketing	They excel in crafting emotionally compelling campaigns that leave a lasting impact on audiences, making them a top choice for brands seeking to connect with consumers on a deeper level.	Saatchi & Saatchi is a renowned global advertising agency known for its creative and innovative approach to marketing.
R/GA Advertising/Marketing	They specialize in blending technology, creativity, and strategy to create immersive brand experiences that drive engagement and results, distinguishing them as a trailblazer in the digital marketing landscape.	R/GA is a leading digital agency known for its innovative and forward-thinking approach to marketing and design.

DEVELOPMENT

Name	Focus	Description
Ad Week Magazines/Newspapers	Advertising	Breaking News in Advertising, Media and Technology
HubSpot Blog Blog	Focuses on customer relation management.	HubSpot provides tools for social media marketing, content management, web analytics, landing pages, customer support, and search engine optimization.
eMarketer Podcast	Focuses on the analytical insights of marketing.	Tune in to listen to the discussion with eMarketer principal analysts that will dive into marketing trends.
The Drum Blog	Advertising, marketing, and media news and analysis.	he Drum provides articles, reports, and case studies covering advertising campaigns, industry trends, and insights from marketing professionals.
MarketingProfs Website	Marketing and advertising education and resources.	MarketingProfs offers a wide range of marketing and advertising resources, including articles, webinars, and training courses to enhance skills and knowledge.
Copyblogger Blog	Copywriting and content marketing.	Copyblogger provides tips, tutorials, and resources for improving copywriting skills and creating compelling content for advertising campaigns.
Ad Age Magazines/Newspapers	Advertising industry news, trends, and analysis.	Ad Age covers advertising and marketing news, industry trends, and insights from advertising professionals and thought leaders.
"Call to Action" by Unbounce Podcast	Conversion optimization, landing page design, and digital marketing strategies.	"Call to Action" is a podcast by Unbounce that features interviews with industry experts, discussing topics like conversion rate optimization, A/B testing, email marketing, and effective digital advertising strategies.
Marketing Over Coffee Podcast	Marketing trends, tools, and tactics.	Hosted by John Wall and Christopher Penn, "Marketing Over Coffee" is a weekly podcast that discusses current marketing trends, strategies, and case studies, offering actionable insights for marketers and business

		professionals.
Marketing School Podcast	Digital marketing strategies and tactics.	Hosted by Neil Patel and Eric Siu, "Marketing School" offers daily 10-minute episodes packed with actionable marketing tips, insights, and strategies for businesses looking to grow online.

SUBJECT MATTER

Goal:

To secure the job I aspire to, enhancing my marketing and management skills is crucial. This entails honing my abilities to strategize effectively, communicate persuasively, and lead teams efficiently, all of which are essential for success.

	Current	Target
Accounting	Not Applicable	Not Applicable
Finance	Not Applicable	Not Applicable
Management	1 - Beginner	2 - Intermediate
Marketing	1 - Beginner	3 - Advanced

CORE SKILLS

Goal:

My objective is to enroll in courses that will enhance my proficiency in Excel and PowerPoint, as well as improve my presentation and writing skills. These skills are essential for achieving my professional goals and excelling.

	Current	Target
MS Excel	1 - Beginner	2 - Intermediate
MS PowerPoint	1 - Beginner	3 - Advanced
Presentation Skills	1 - Beginner	3 - Advanced
Writing	1 - Beginner	3 - Advanced

INTERPERSONAL

Goal:

Improving my attention to detail is crucial, especially during information interviews, as it can significantly differentiate me from other candidates. Having attention to detail is a top quality that employers want.

	Current	Target
Time Management	1 - Beginner	3 - Advanced
Multi-Tasking	1 - Beginner	2 - Intermediate
Networking	1 - Beginner	2 - Intermediate
Creativity	1 - Beginner	3 - Advanced

COMPETENCY

Goal:

I aim to enhance my practical experience and open up new opportunities by focusing on developing key competencies. This involves actively seeking internships or project work that will provide me with hands-on experience in my field of interest.

	Current	Target
Analytical	1 - Beginner	2 - Intermediate
Conflict Management	1 - Beginner	2 - Intermediate
Creativity	1 - Beginner	2 - Intermediate
Leadership	1 - Beginner	3 - Advanced

SUPPORT

Name	Contact Info	Description
Bruce Banner Advisor	dbanner@bridgeprep.com 312-555-5555	Has significant relationships in the industry.

Advertising/Marketing	Chicago, IL	
Lisa Leslie Mentor Consulting	lleslie223@mail.org 212-555-5555 New York, NY	Experience with consulting with multiple organizations.
Tony Starks Accountability Partner Technology	tstarks@starksunlimited.com 216-555-5555 Cleveland, OH	Uncle that runs a technology firm has plenty of contacts that can help.
Rachel Johnson Advisor Apparel & Accessories	rjohnson@mail.com 224-555-5555 Fort Wayne, IN	Marketing professional with 10+ years of experience in advertising and brand management.
Alex Patel Mentor Advertising/Marketing	apatel@mail.com 463-555-5555 Indianapolis, IN	Digital marketing specialist with expertise in social media advertising and campaign analytics.
David Miller Accountability Partner Advertising/Marketing	dmiller@mail.com 317-555-5555 Muncie, IN	Current student at Ball State University majoring in marketing and has landed an internship with a top firm.

ACTION PLAN

Action Item	Deadline	Status	Description
Identify Advisors, Mentors, and Accountability Partners	4/1/2024	Completed	Focus on identifying individuals that can help me with my career goals.
Identify relevant companies	4/29/2024	Completed	Compile a list of prominent advertising and marketing firms that I should keep a close eye on.
Schedule meeting with career success team	5/15/2024	In Progress	Set up phone and Zoom calls with the my list of Advisors, Mentors, and Accountability Partners.
Create an information interview guide	5/24/2024	In Progress	Create a list of information interview questions and thank you notes. I don't want to waste their time and ensure that I am fully prepared.
Find activities and clubs	7/15/2024	Not Started	Find activities and clubs that will help me for the upcoming school year. Look for leadership opportunities.
Research	8/5/2024	Not Started	Find one podcast and one website to review once a week. I want to make sure I'm current on market information.
Conduct an informational interview	10/12/2024	Not Started	Once I've connected with my mentor conduct an initial informational interview.
Shadow Outreach	10/21/2024	Not Started	Reach out to network and parents network to see if there is anyone I can shadow for further experience.
Shadow	12/16/2024	Not Started	Use the winter break to shadow professionals either virtually or in person.
School Visits	12/16/2024	Not Started	Coordinate school visits and prepare questions for.
Review upcoming courses	1/3/2025	Not Started	Work with Advisor and Mentor to review upcoming courses and internship opportunities.
Talk with Guidance Counselor	1/20/2025	Not Started	Talk with guidance counselor about courses, schools and opportunities.