

AD EXECUTIVES AND POTENTIAL EMPLOYEES



There are five particular types of things that ad executives look for in potential employees. Employees who have these five different traits often are hired to work alongside of top advertisement executives and are more than likely to have the utmost success. There are tons of different ad executives located in all different areas around the world but what seemed to remain the same, while these executives are different, is what they prefer to find in a potential employee. The first thing these executives want to see in a potential employer is passion. Advertising is definitely considered to be a grind, especially since it is a tough industry to work in. While it is tough working in such an industry, it can also be such a rewarding career to have and for those who are meant to do this and have it in their blood, it can be well worth it. Potential employees need to have this passion to work and know plenty about current events and news subjects. Potential employees have to be able to show their employers how truly passionate they are about advertising. A person cannot just say they are passionate; they have to be able to prove it. Executives expect potential employees to be quite flexible. These individuals should be able to handle a number of different tasks while also observing the behaviors of different people, especially since this is a way in which consumers are targeted by advertisers. Employers want people who have tons of ideas and actually put them to good use, turning them into fantastic opportunities that will actually work. These individuals have to rely on different methods instead of just being a one trick pony, which is a problem that executives often face with employees from time to time. The advertising industry evolves which means the employees need to do the same. These employees also have to have digital experience, since digital advertising is becoming the big thing, the most profitable thing in advertising. Employees have to have experience with online marketing as well as user experience, because it will help them in the long run. Any type of digital talent can prove to be a huge deal for a team of advertising executives who are looking to grow and expand their advertising business. Executives also agreed that having referrals or doing internships was a big deal when they consider who they will hire to work with them. With the thousands of resumes they receive, those with referrals and internships are often looked at first. Having an internship often shows that the individual is serious about working the advertising industry. Last but certainly not least, ad executives expect these individuals to be prepared, having knowledge of the company that they are applying to work with because, when you think about, that is just the logical thing to do.