



# Carl Collective: Student-Run Advertising Agency

## Student Associates

Carl Collective agency offers student associate roles in the following agency disciplines: Public Relations, Account Management, Copywriter, Art Director, Designer, and Videographer. **Positions are available for the summer or fall of 2024, or both.**

### Overall Position Requirements

- Students must be in good academic standing. Minimum GPA of 3.0 overall and 3.0 in the student's major.
- Attend the Diederich College of Communications at Marquette.
- Have completed the following courses: COMM 1000, COMM 1100, AND COMM 1200.
- Demonstrated creative concepting, creative writing, public relations, social media, design, and/or video production skills.
- Strong communication, research, and ideation skills.
- Creativity, resourcefulness, flexibility, and motivation.
- Ability to understand the needs associated with a project.
- Receptive to feedback.
- Willingness to meet deadlines.
- A self-starting, flexible team player.

### Additional Requirement by Position

#### Creative Team: Copywriter, Art Director, Designer, and Videographer

Our creative team comprises copywriters, art directors, designers, and videographers/photographers. As a team, you will craft original, creative content for clients including videos, social media posts, collateral materials, websites, and digital banner creative. You will work closely with a mentor team assigned to you from the Trozzolo creative and video production departments. Videographers need to be familiar/proficient with Davinci Resolve, Adobe Creative Suite (Premiere, Media Encoder, etc), or another NLE, comfortably operate DSLR, mirrorless, and/or cinema cameras, and understand basic lighting techniques. Designers need to be proficient in design programs, including Photoshop, InDesign, and Illustrator.

*Stronger consideration for students who have completed or enrolled in:*

Copywriter – ADVE 3400, DGMD 2335

Art director – ADPR 2100, ADVE 3400, DGMD 2335

Videographer – DGMD 2205, DGMD 2335, DGMD 3220, DGMD 3250, DGMD 3260

Designers – enrolled in the Graphic Design minor program, FIAR 2030, FIAR 2910

## Account Management/Public Relations Team: Account Manager, Public Relations Manager and Project Manager

As part of our account management/public relations team, you will serve as an account manager/project manager or a public relations/project manager. You will be an extension of the Account Management/ Public Relations and Community Engagement Teams at Trozzolo where you will learn the basics of managing projects, writing creative briefs, developing timelines, creating client presentations, and assisting with earned media relations, organic social media, and community engagement. Ideal candidates have a creative mindset and a willingness to learn, are organized, and are strong writers.

*Stronger consideration for students who have completed or enrolled in:*

Account Manager/Project Manager – ADPR 2100, ADPR 2200, COMM 2500,  
ADVE 3400, ADPR 4350

Public Relations/Project Manager – PURE 3000, PURE 3600, PURE 3800, ADPR 4350,

### **AAP/EEO Statement**

Trozzolo is an equal-opportunity employer. In accordance with anti-discrimination law, it is the purpose of this policy to effectuate these principles and mandates. Trozzolo prohibits discrimination and harassment of any type and affords equal employment.

