



Carl Collective: Student-Run Advertising Agency

Student Associates

Carl Collective agency offers student associate roles in the following agency disciplines: Public Relations, Account Management, Creative, and Videographer.

Overall Position Requirements

- Students must be in good academic standing.
- Attend the Diederich College of Communications at Marquette.
- Attend MIAD and be enrolled in the Diederich College of Communications at Marquette.
- Have completed the following courses: COMM 1000, COMM 1100, AND COMM 1200.
- Demonstrated creative conceiving, creative writing, public relations, social media, design, and/or video production skills.
- Strong communications 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 Information by Position

Creative Associates and Videographers

Our creative associates have skills in copy writing, art direction, design, social media content, and/or short video production. We hire a diverse creative team that work together on projects. 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, design, 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:

Creative Associates – ADVE 3400, DGMD 2335, ADPR 2100, ADVE 3400, DGMD 2335, enrolled in the Graphic Design minor program, FIAR 2030, FIAR 2910

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

Account Manager and Public Relations Manager

As part of our account management/public relations team, you will serve as an account service associate or a public relations associate. 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 Service Associate – ADPR 2100, ADPR 2200, COMM 2500, ADVE 3400, ADPR 4350

Public Relations Associate – PURE 3000, PURE 3600, PURE 3800, ADPR 4350

Expectation

Accountability and Ownership

In the professional world, accountability is a cornerstone of success. Taking ownership of your work shows maturity and reliability. This means allocating 15-20 hours a week, attending office hours, committing to production schedules, meeting deadlines, completing full assignments, owning mistakes, and taking initiative

Handling Tough Conversations

Difficult conversations are part of every professional's life – whether it's addressing performance concerns, giving constructive feedback or resolving conflicts. This student associate role is an opportunity to learn how to navigate speaking up, receiving feedback gracefully, addressing conflicts, asking questions and practicing empathy.

Collaboration and Team Dynamics

You will be working with a variety of people, from fellow student associates to seasoned professionals and Diederich College faculty members. Learning how to collaborate is essential and takes active listening, respecting difference, communicating clearly and supporting others.

Real-World Expectations

Your time as a Carl Collective student associate will expose you to the realities of working life, including both the highs and lows. The pace, expectations and pressures may differ from what you've experienced in school. Students will learn how to multitask, problem-solve, adapt to change and celebrate great work.

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.