

sally cox, kreativeable.com

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sally cox (me)

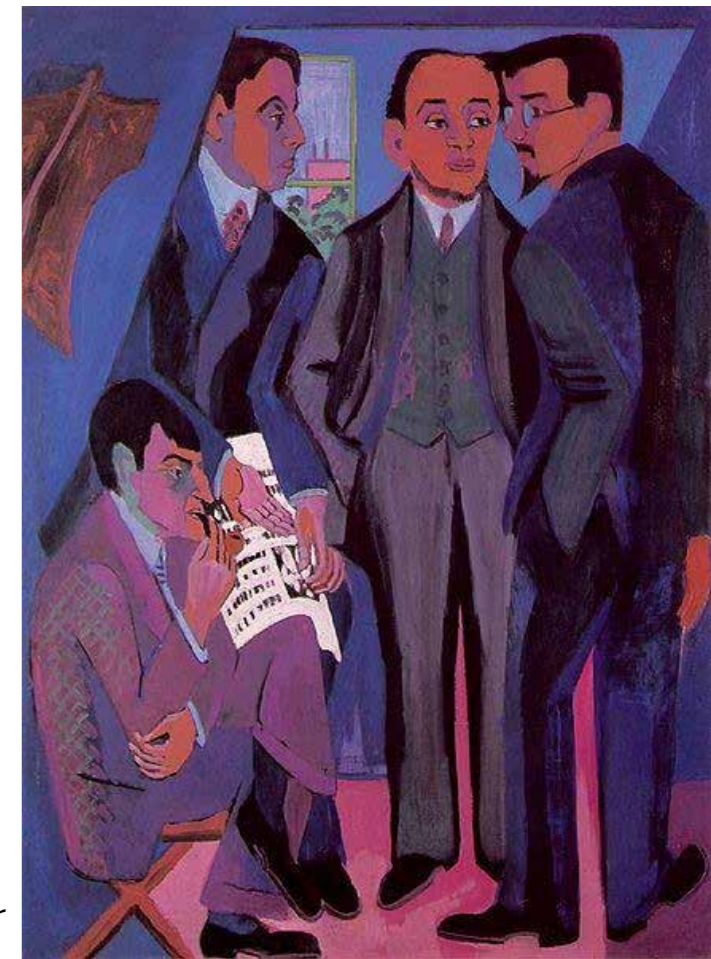
*(geared toward creatives
with a bit of art history thrown in)*



how to
find work

build your brand.

1. decide what your brand is, and stick with it
2. write your own mission statement
3. create a list of descriptive words and phrases
4. ensure everything represents your brand -
business cards, invoices, letterhead,
web site



build your brand.

“everything that comes from your company should reflect your brand, even the fax cover sheet.”

– andy spade



pablo picasso

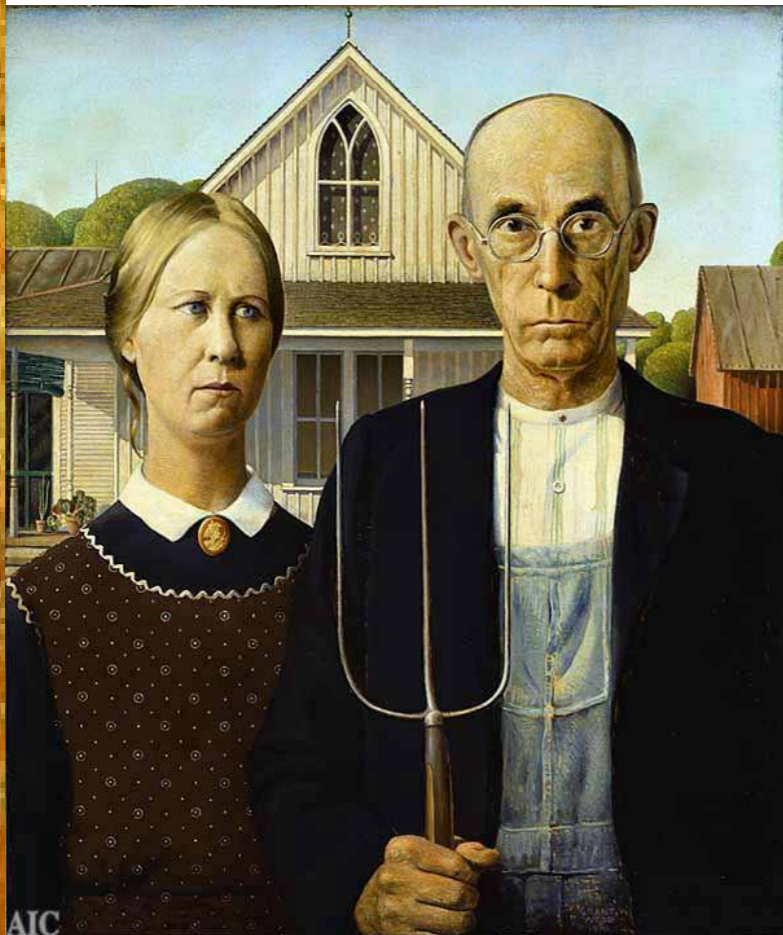
positive attitudes, positive profiles.

1. build your linkedIn profile
2. add your profile to your email signature, ditch the logos
3. use your personal domain email address at the very least, get a gmail account - ditch the "hot mail", "aol" email addresses
4. be cautious with what you post online - everything on the internet lives forever
5. build your online presence on twitter, g+, dribbble, behance, forrst, facebook, etc.



perfect your online profile.

1. there is compelling research that points to a person's outlook on life having a dramatic effect on job performance
2. how we choose to spend our time speaks volumes about who we are as a person, and it is a reasonable assumption that someone who strives for getting things right and is intelligent in their discussions in their personal life will do so at work



grant wood

expand your skillset.

1. do an inventory of your skills
2. the more skills you have, the more employable you are
3. take classes to strengthen your weaknesses
4. refresh your knowledge of a foreign language for better problem-solving skills, cross-cultural sensitivity to incorporate into your design, more job opportunities
5. stay smart by keeping up with technology



gustav klimt

expand your skillset.

photographers - learn more about video

graphic designers - work on interactive design skills

marketing pros - take design courses

ux/interaction designers - enhance content strategy and coding/prototyping skills

1. **join meetup groups** in your field and get free knowledge

2. **volunteer** to broaden your knowledgebase

3. **consider certifications** - they look good on a resume

juan luna



network with peers.

1. join online or local groups
2. become a member of professional organizations
3. attend local events in your field - bring business cards!
4. follow industry leaders on twitter



vincent van gogh

network with peers.

1. share relevant links on linkedin
2. comment on professional facebook page posts
3. answer linkedin questions
4. read blogs by industry pros, connect with them on linkedin via a personal message
5. participate in discussions on quora, branch, and other sites experts use to collaborate



jan vermeer

join relevant groups.

1. join meetup and set up keywords
2. look for small business groups in your area
3. attend relevant business user group meetings
4. attend community college classes, universities, other training courses (adaptive path, cooper, etc.) to learn new skills and network with classmates/instructors



claudé monet

change your paradigm.

1. forget the word "job" and instead focus on "work" and "earning"
2. the right opportunity for you might be "contract" work, "temp" work, or on a "project" basis.
3. contact service providers in your field, and get your resume in front of them.



victor wang

do your research.

1. make a list of companies you'd like to work for
2. check linkedin, monster, craigslist, indeed and other sites for jobs regularly
3. keep a spreadsheet of the jobs you've applied for, with notes on who you spoke to, dates, comments, follow-up
4. check out every company you interview with - learn their history, strengths, etc., so you can hold an intelligent conversation



c.m. coolidge

do your research.

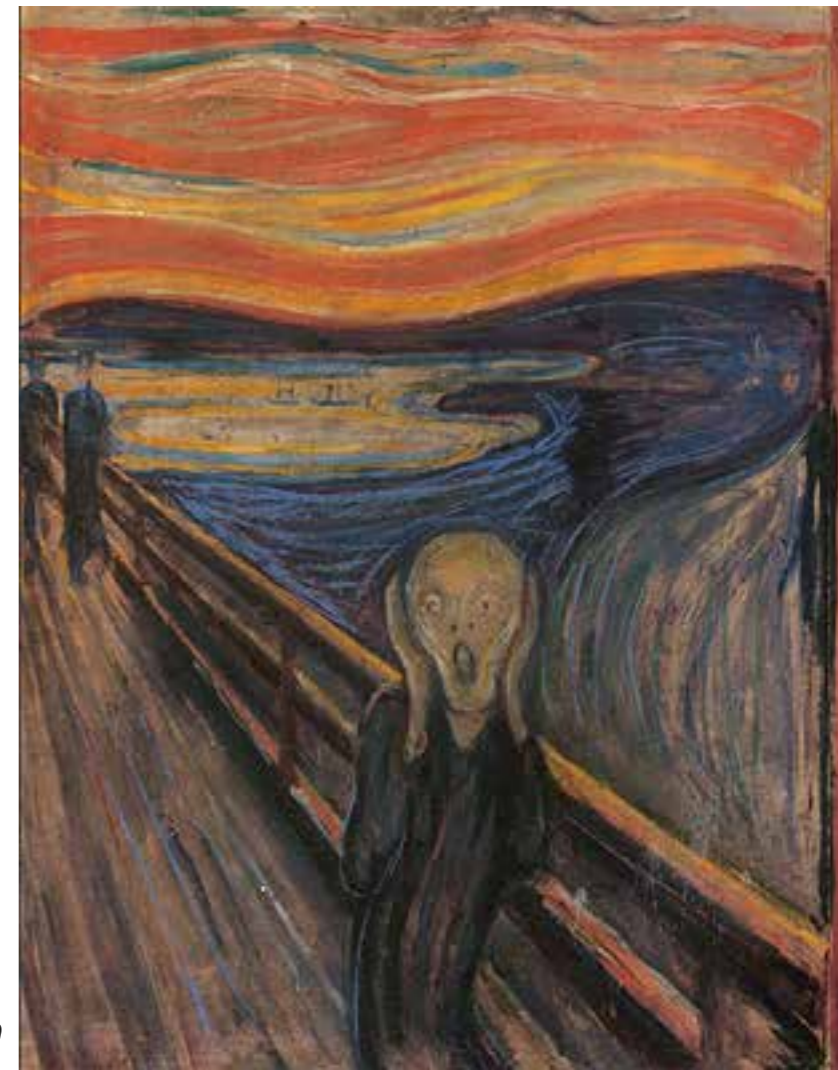
1. ensure every job you are applying for is worth the effort
2. make sure your skill set matches their requirements
3. look for opportunity, not safety



frederick leighton

become the hunter.

1. a large percentage of available jobs don't post publicly
2. find the correct person to contact at the company
3. be ready to explain why you want to work for the company



edvard munch

become the hunter.

1. when interviewing for a job, take the approach that YOU are interviewing them, as well.
2. you have the right to turn down a position that doesn't seem like a good fit.
3. ask appropriate questions so you will have a solid idea of what it's like to work there, and exactly what your daily schedule will be.



andy warhol

start a blog.



1. exhibit leadership in your behavior and expertise in your work
2. create a business "facebook" page and post relevant links, often
3. if you have tips to share, products you like, blog about them!
4. people who behave as leaders are more likely to become leaders, but it takes time, connections, experience, patience, drive, and probably even a bit of "right place at the right time"

be realistic.

1. look for companies that share your values

2. consider the following values when accepting a job:

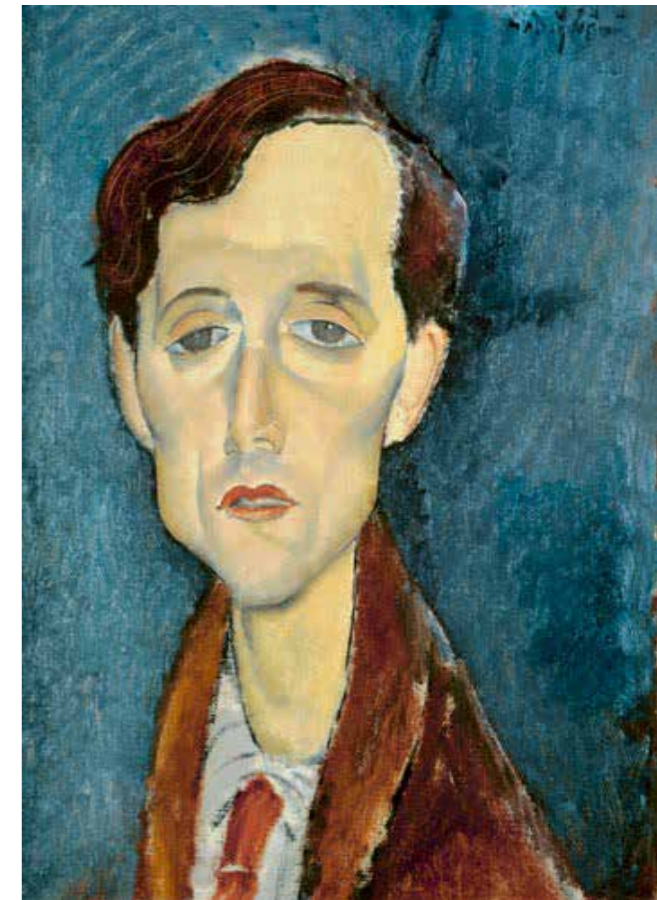
- vacation time
- work at home options
- business travel
- room for advancement
- bonuses
- benefits
- prestige or social status
- saving for retirement
- commute
- competition



horace pippin

update your resume.

1. be creative, but create a "pdf" and a "word" version
 - avoid sidebar type, graphics, decorative fonts - all of these can cause your resume to be "kicked out" electronically
2. research the company - include traits/skills that apply
3. spell check, spell check, spell check
4. show your performance and success on the job
5. web/ux/designers - online resume a must
html / css / javascript
(preferably rwd and/or mobile friendly)



amadeo modigliani

update your resume.

5. keep it focused and have a clear value proposition and positioning statement at the beginning
6. avoid junk phrases like "team player", integrity, adaptable
7. remember: the average resume is read in ten seconds - make yours memorable
8. don't "pad" your resume



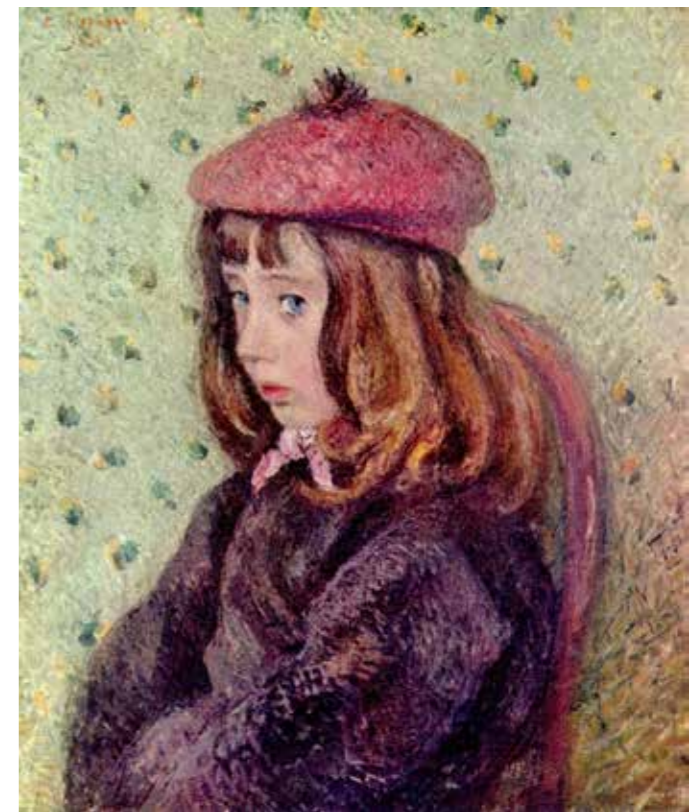
leonardo da vinci

work on your karma.

"I believe in karma. If the good is sown, the good is collected.
When positive things are made, that returns well."

– yannick noah

camille pizarro



work on your karma.

1. volunteer when possible, especially for someone in your field
2. trade services when possible - a possible job connection can come from it
3. be polite and professional, even if you don't get the job
4. always send a personal thank you note or email after each interview



peter paul rubens

be flexible.

1. while you are waiting for your “dream job”, you might have to take a position offering less money or different skills.
2. look at the “big picture” – if a job has potential for advancement or substantial income increase, you may have to accept something lesser for the immediate future.



michaelangelo

be organized.

1. be on time for interviews
2. keep track of your interview and job hunt progress - build a spreadsheet
3. follow up each interview with a thank you letter or email, and do it within 1-2 days



use social media.

1. follow colleagues on twitter, use quora, branch, g+
2. update your linkedin profile weekly
3. be professional with social media; you never know who is listening
4. answer questions proposed by linked in groups
5. post relevant content to social media, but don't oversell yourself.
6. general rule of thumb = 80% business content, 20% personal content



c.w. turner

stay
positive.

"an optimist sees an opportunity in every calamity;
a pessimist sees a calamity in every opportunity."

which one are you?

kreatable.com

the
end

meetup.com/creativesuitesanjose

video2brain.com

visualmediaalliance.org

tv.adobe.com

thank you
for attending