

## Memorandum

From: Ashley Silva

To: Professor Ellis

Subject: Job Application Research, Junior PowerPoint Designer at Cohn & Wolfe.

### Executive Summary

This memo contains information on a Junior PowerPoint Designer position at ad agency Cohn & Wolfe, along with information on the company itself and my preparedness for the job. I begin first with the job listing itself, which gives the most needed information. I follow with more information about the company and describe their mission and style. Then I analyze and rephrase the job description from the listing to ensure I understand what my responsibilities for the job really are. Lastly I contemplate my findings and conclude whether or not I feel I'm prepared for the position, and what actions should be taken if I'm not.

### Job Listing

Title: Junior PowerPoint Designer | Company: Cohn & Wolfe

Location: New York City, NY 10010 | Industries: Advertising and PR Services

Job Type: Full Time, Employee | Years of Experience: 2+ to 5 Years

Education Level: Bachelor's Degree | Career Level: Experienced (Non-Manager)

### About the Job

Cohn & Wolfe is currently seeking a highly creative, motivated individual to join our Creative Team as a Junior PowerPoint Designer. This person will be solutions-oriented, proactive and team spirited while joining a dedicated team working on internal and client-facing presentations bringing the content and material to life visually.

### Responsibilities

- Utilizes graphic design tools and software to develop creative custom presentations and templates
- Develops engaging presentations with compelling content and visuals
- Collaborates with presenters and subject matter experts
- Able to cut mini video clips to integrate in PPT (Adobe Premiere)
- Conducts image sourcing and licensing as needed
- Builds PowerPoint presentations from pre-generated content, like white papers
- Provides on-site design assistance for presentations at new business pitch

### Desired Skills and Experience

- Minimum of 2 years agency working experience
- Strong visual design ability
- Avid learner with strong research skills
- Strong writing skills

- Proven experience managing multiple project assignments with overlapping schedules and changing priorities in a time-pressured environment
- Ability to function as a productive member in a team-focused environment, high level of follow-through and accountability to others
- Strong organizational skills, extreme attention to detail, commitment to producing excellent work
- Polished, positive, can-do personality, flexibility and sense of humor
- Experience with data visualizations and infographics is a plus

Cohn & Wolfe offers an excellent benefits package including medical and dental coverage, 401k match, Transportation Reimbursement Incentive Plan and tuition reimbursement. In addition we have professional training and development programs which provide staff with on-going training in all areas of public relations. With offices around the world, Cohn & Wolfe is committed to breaking new ground in the delivery of cross-channel media strategies, creative programming, and practice area excellence. We are dedicated to creating, building and protecting the world's most prolific and successful brands, in addition to creating 360 creative platforms for our clients.

Cohn & Wolfe is recognized year after year by clients and the industry for excellence in creativity, client service, digital communications, media strategy, senior management and strategic counsel. For more information, visit: [www.cohnwolfe.com](http://www.cohnwolfe.com) Cohn & Wolfe is part of WPP Group plc, one of the world's largest communications services group.

Job Listing link: <http://jobview.monster.com/Junior-PowerPoint-Designer-Job-New-York-City-NY-US-146092465.aspx?mescoId=2700414001001&jobPosition=2>

### **Company Background**

Cohn & Wolfe is a global advertising and public relations agency that specializes in building the brand of a company. It was founded over 40 years ago by Bob Cohn and Norman Wolfe in Atlanta, Georgia in 1970, and is a subsidiary company to the world's largest communications group, WWP. Cohn & Wolfe employ more than 1,200 people with offices placed in key areas in North America, Europe, the Middle East, Africa and Asia. Their style is to approach their work in unconventional ways and to take risks in order to find the right solutions for their clients. Their goal isn't to come up with the next big idea like most companies are trying to achieve, their goal is to create something that's bold. Some of their clients have included Barclays, ExxonMobil, Hennessy, Mattel, Panasonic and Smucker's. They recognize the importance social media can impact a company's brand and reputation and so they create digital strategies that they then take and apply to social media platforms to get the consumer involved, engaged, and talking—promoting the brand. The company does research on the target consumer and collects marketing data to help create their ad campaigns for the client they are trying to brand. In their company style, they emit the feeling of being a fun and creative agency. They're a bit tongue in cheek, but confident and passionate about what they do. The company is also invested in creating a better world and so they work with a range of non-profit and charitable organizations around the world that deal with education, healthcare and the arts.

### **Description of Position**

For this position my main job will be to create PowerPoint presentations for business pitches within the company and to the client. To do so I will use my knowledge of Adobe Creative software such as Illustrator, Photoshop, and InDesign, as well as my knowledge in PowerPoint to create original graphics and templates. Although not required of me for hiring purposes, having experience with data visualizations/infographics is a bonus. I need to have knowledge in using Adobe Premiere and have the capabilities of cutting video clips provided to integrate into the PowerPoint presentations. To create these presentations effectively, my sense of design in terms of layout, typography, color and form must be very strong. I must have strong verbal and writing skills to prevent errors in my presentations and so that I communicate well while collaborating with the presenters and the rest of the creative team. These skills may also be needed while giving on-site design assistance during new pitches. I'll be working on multiple presentations at one time and so I must be able to multi-task efficiently while also working quickly to meet demands. During these times I need to remember to remain up-beat, positive, and maintain a sense of humor to mirror the attitude of the company. As part of a team, I need to be able to work well with the other members, ensuring we don't fall off task and complete the work we're assigned. To obtain this job, I need to have a minimum of 2 years working in an agency.

### **My Preparedness for This Position**

If I were to apply for this position right now, I would not be fully prepared for this position. By the time of my graduation however, I feel I could be prepared, just missing the 2 years of previous work experience. My degree will be in Communication Design with a focus in Graphic Design. With the courses I've taken in college, I've developed enough skills to be able to handle layout, typography, and create strong visuals. In my classes I have had to work in groups to come up with and execute ideas for projects so I'm familiar with working in a team and remaining accountable. Also by having multiple classes with their own projects going on at the same time, I can apply this to being able to multitask and work under a deadline. Area of the description I'm not prepared for at the moment is the experience with PowerPoint itself. As a designer, my teachings have been using primarily Adobe software, even when it came to making presentations. I'm also unfamiliar with Adobe Premiere as my focus in this degree has been mostly geared toward printed work. In order to prepare myself for this position in the areas that I'm lacking, I can take tutorials to begin practicing and becoming familiar with the software and tools. I can create projects for myself to build on areas where I'm weak. In terms of the 2 years of experience needed, I would need to take internships in advertising agencies to gain the required experience. I'm slated to have my degree at the end of the year so I wouldn't have the necessary time gained yet but with a summer or fall internship I can begin obtaining the needed experience.