PITCHING YOUR SKILLS
TO THE CREATIVE INDUSTRIES

UNIVERSITY OF
WESTMINSTER▦

STARTING OUT

- Identify your skills, interests, values and unique selling points
- What are the key duties, skills and responsibilities for the job?
- Do you have the skills and relevant experience?
- What is your creative motivation?
- Does your creative style match the organisation?
- Do your social media networks project a professional image?
- Research the company (who are the key clients, projects and competitors)

GAIN INSIGHTS TO MEDIA, ART AND DESIGN CAREERS

- Skillset
- Creative choices
- Creative living
- Prospects

CV CONTENT

- Use language appropriate for the creative sector
- The first page should display the most important information
- Include a professional sounding email address
- Add links to your portfolio, blogs and twitter activity
- Ensure the career objective is relevant and concise
- Artist's statement including influences and the creative process
- Include education, employment, freelance experience, work placements, volunteering, competitions and exhibitions in reverse chronological order
- Expertise with industry software
- Additional information may include membership of professional bodies, further training or interests
- Try selecting referees who understand the industry

CREATIVE IMPACT

- A creative CV must be appropriate for the role or company
- Use a suitable style, size and colour of font
- Maintain a balance between text and images
- Make the spacing and layout attractive
- Is the format effective in digital and print (paper texture/colour)?

CHECK

- The CV follows a logical order
- Grammar and spelling mistakes
- Maximum two pages long
- Send to a named contact

EFFECTIVE CVS

- General CV tips plus video clip
- Advice about creative CVs plus video clip
- Example 1
- Example 2
- Example 3

INFOGRAPHIC CVS

- How to create infographic CVs
- Revu, Vizualize me, Kinzaa

LINKEDIN

- Linkedin enables you to build an on-line professional presence and gain access to industry insiders.
- Linkedin student/graduate help videos
- Student internships and jobs

TWESUME

- A twesume is a 140 character CV used on Twitter
- At #twesume hashtag you can tweet, message or email potential employers
- How to sell yourself in 140 characters
- Twesume examples and video clip

VIDEO CV

- Make sure it is appropriate for the job or company
- Keep it one to two minutes long
- Be creative but professional
- Use a conversational style and stay focused
- Dress appropriately
- Creating Impressive video CV's
- Video CV demonstration
- Vine is a mobile app which lets you shoot six second looping videos
- Get yourself noticed through You Tube

DIGITAL PORTFOLIO

- Logical running order
- Use high quality images
- Categorise files and label images
- Easy navigation
- Reasonable time (one to two minutes)
- Highlight relevant skills
- How to create a portfolio
- Making the most of your digital portfolio

FACEBOOK

How to attract employer attention through Facebook

PINTEREST

- Pinterest is a great way for media, art and design students to showcase their work
- How to make a pinterest CV
- Targeting employers through Pinterest

FREE BLOGGING SITES

- Blogging gets your ideas and work out there and may help with career opportunities
- Word Press, Blogger, Thoughts, My Opera, Live Journal
- Tumblr is an image blogging site popular with the fashion industry

WEB HOSTING

- Google (free)
- Top 10 web hosting companies

PROMOTING CREATIVE TALENT

- Arts thread
- New designers
- Music think tank
- Radio demo tape
- Deviant art
- Flickr (photography)
- Behance (artists and designers)
- Dazpix (film makers and animation)
- Journalism about
- Public relations links
- AOI portfolios (illustrators)