

campus

talent management
for the industry's freshest creatives.



You nurtured their craft – campus helps them pitch it.

Personal branding, portfolio building, industry knowledge, interviewing and negotiating skills are some of the fundamental requirements in landing a coveted position in the ad world. Provide your upcoming graduates with valuable, expert insight into navigating their job search.



Why campus?

campus helps to launch the next generation of creative talent. We started campus so that talent can benefit from everything we've learned in our 20+ years of connecting talent with advertising agencies, design firms and brands.

As a boutique talent management and recruitment firm, we hear daily what employers are looking for and what makes certain applicants stand out from the pack. Now we're sharing that knowledge to help students get the edge up in a demanding job market and to ease the anxiety along their journey.

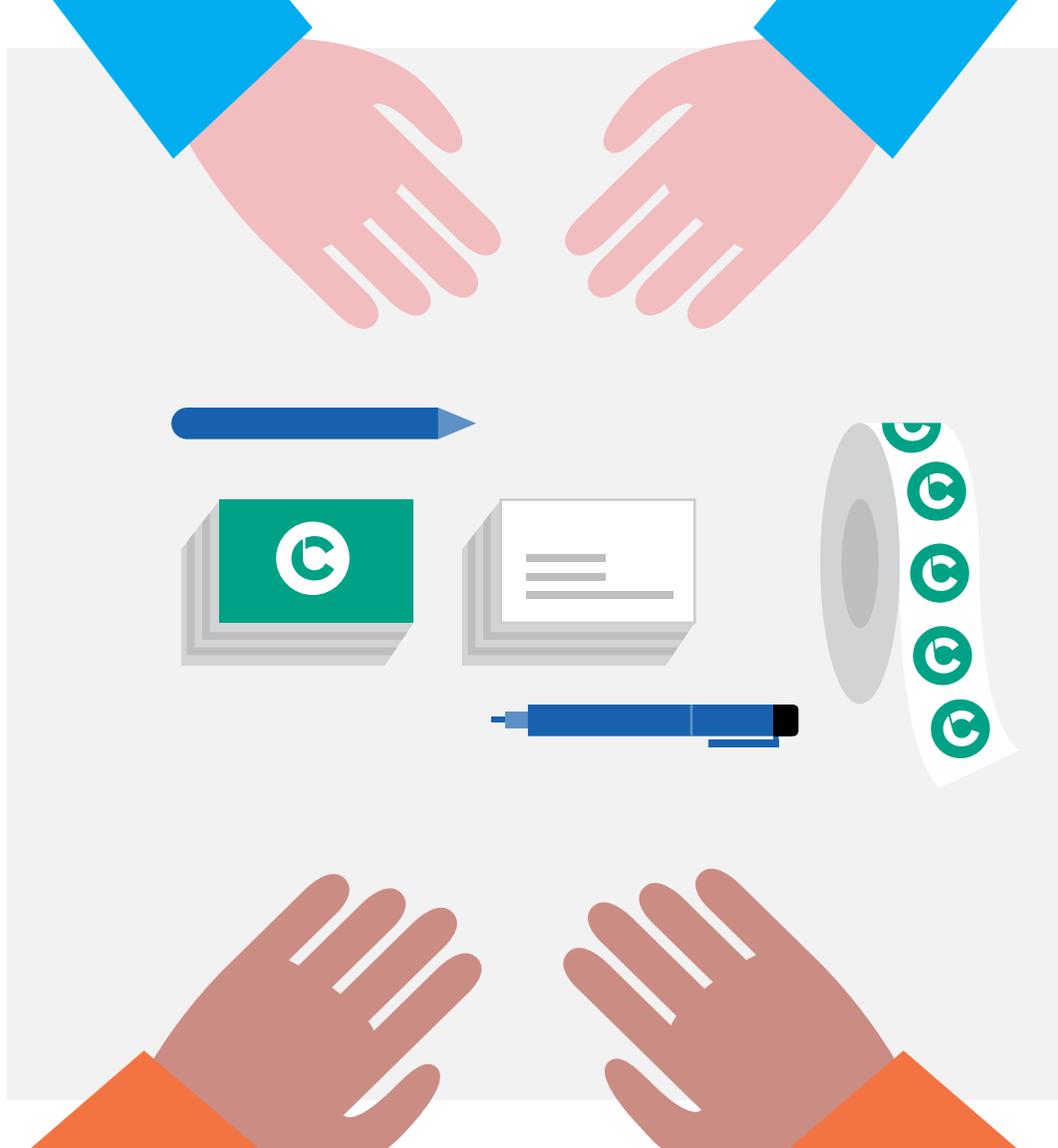


Leslie and Hillary have the deepest Rolodex
and biggest hearts in the business.

BILL OBERLANDER
Executive Creative Director, Oberland

How campus works.

campus delivers in-depth career insight through panels, half or full-day workshops and one-on-one sessions. These offerings are engaging, interactive and filled with strategies and instruction students can use immediately.



Work
Hard Stay
Humble



Build their industry squad.

Job hunters need external recruiters and talent managers on their side. We'll introduce students to the process of collaborating with people like us.



Perfecting the portfolio.

What should they put in their portfolios? What should they leave out? How should they organize it? What's the best platform? Should they showcase personal work?



State of the industry: a reality check.

What's actually going on out there? Students will get a window into what we see "in the trenches" and how industry expectations affect their job search.

Kay & Black understands creative in a way that few talent agencies do. They're also highly attuned to what today's hiring managers are looking for and how to make you and your work stand out. Hillary and the **campus** team performed a thorough review and critique of my portfolio and offered great advice on what to cut, what to keep and what to prioritize. In short, Kay & Black are more than recruiters, they're career coaches.

DAVID MULDOON
Former Creative Director
Maude



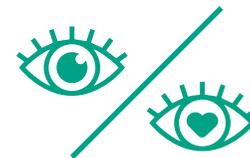
Socially responsible.

It's time to think beyond the "likes." We'll explain how to use the power of social networking to connect with and intrigue employers.



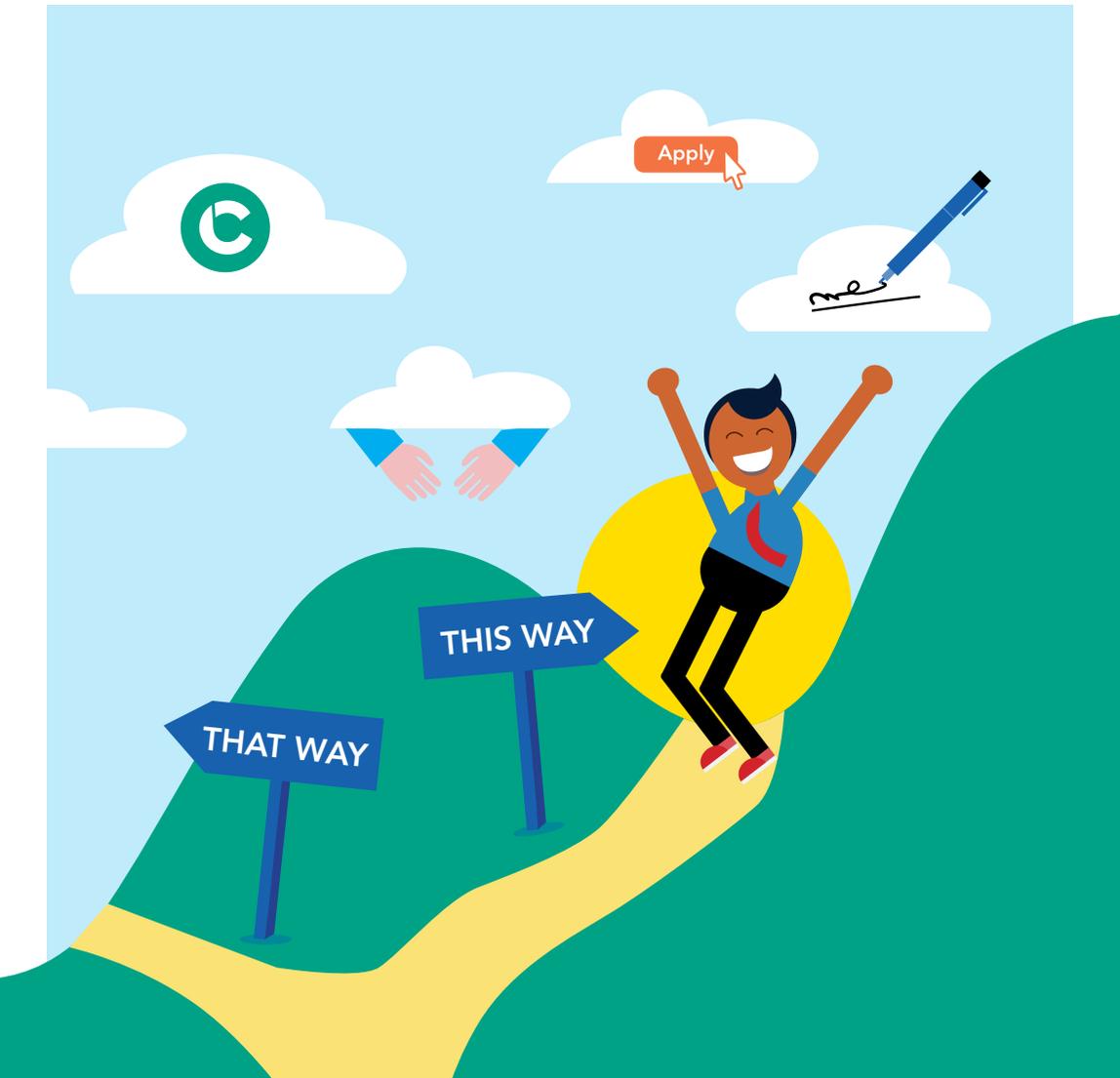
Savvy submissions.

We will give innovative and strategic examples on how best to share their work and engage future employers.



Love at first site.

It's still true: You only get one chance to make a first impression. We'll help students see themselves as employers see them and showcase their strengths.



The complete guide to interviewing.

From interviewing and follow up to securing a job — every step makes a difference. We'll talk students through interview etiquette, from the submission letter to the thank-you note.



Staying confident. Staying grounded.

For new grads, the job search can be a balancing act between not getting discouraged when things are tough and not getting arrogant when they're in demand. We'll show them how to navigate the ups and downs.



The art of negotiation.

Getting an offer is exciting, but it's vital for new talent to stay humble even when they feel they can get what they want. We'll take students through this final step to getting hired.

More about us.

Hillary Black

How it all began:

Her first job was managing incoming portfolios at Kirshenbaum & Bond, and she has been working with creative talent ever since. Hillary had found her way into advertising with a desire to make ads the way Charles Bukowski and ee cumings wrote poems, but taking classes at the School of Visual Arts helped her realize that her true mission was helping talent identify and showcase their core strengths to find their perfect creative home. She started recruiting in 1995 and became partners at Kay & Black in 2007.

What she brings to campus:

A keen understanding of creative talent, organizational culture and team dynamics. A masters degree in social work combined with a unique nurturing style, which has given her an educated understanding in aiding those who need assistance in achieving their goals. A deep commitment to mentorship and helping people realize their true potential. Hillary has experience speaking at advertising schools, industry events, workshops and panel discussions, including the Young Ones Education Festival.

If you want to partner with a team of genuinely good people that kick ass at what they do, then Kay & Black is your answer.

Hillary and Leslie are smart, professional, knowledgeable, trustworthy and all-around amazing to work with.

JENNIFER CATHERALL
Chief Talent Officer
Tribal Worldwide and DDB

More about us.

Leslie Kay

How it all began:

Her first job was at the global ad agency Lowe & Partners, where she learned how to evaluate portfolios and recognize top talent. From there, she earned a reputation for putting the best people and processes in place at Kirshenbaum & Bond, Greenberg & Associates and TBWA/Chiat Day before starting her own business in 1998 and teaming up with Hillary in 2007.

What she brings to campus:

A lifetime spent around creatives, including her family of artists, writers and designers. Creative insights, problem-solving skills and hands-on mentorship, providing advice and counsel to advertising students and professionals at all stages of their careers. Leslie has experience speaking at advertising schools, industry events, workshops and panel discussions, including the Young Ones Education Festival.

Hillary and Leslie have a knack for taking decades of industry experience and mixing it with natural warmth and accessibility; their past panels and sessions have students and emerging professionals on the edge of their seats asking questions and jotting notes. It's no surprise that we watch everyone leaving feeling a little more connected and prepared to tackle the often daunting job-seeking process.

EMILY GROTHEER
Former Education Director at The One Club

Bringing campus to you.

Set your students up for success with panels, sessions, workshops or one-on-ones with campus.

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Visit us at:

kayandblack.com