

campus

professional development
be career happy.



You nurtured your skills – campus helps you pitch them.

Personal branding, portfolio and website building, industry knowledge, interviewing and negotiating skills are some of the fundamental requirements in landing your next great job as well as advocating for yourself at your current one. Provide yourself with valuable, expert insight into navigating your career.



Why campus?

campus helps to launch and relaunch talent at all levels. We started campus so that talent can benefit from everything we've learned in our 20+ years of connecting talent with agencies and brands across the country.

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 talent get the edge up in a demanding job market and to ease the anxiety along their journey.

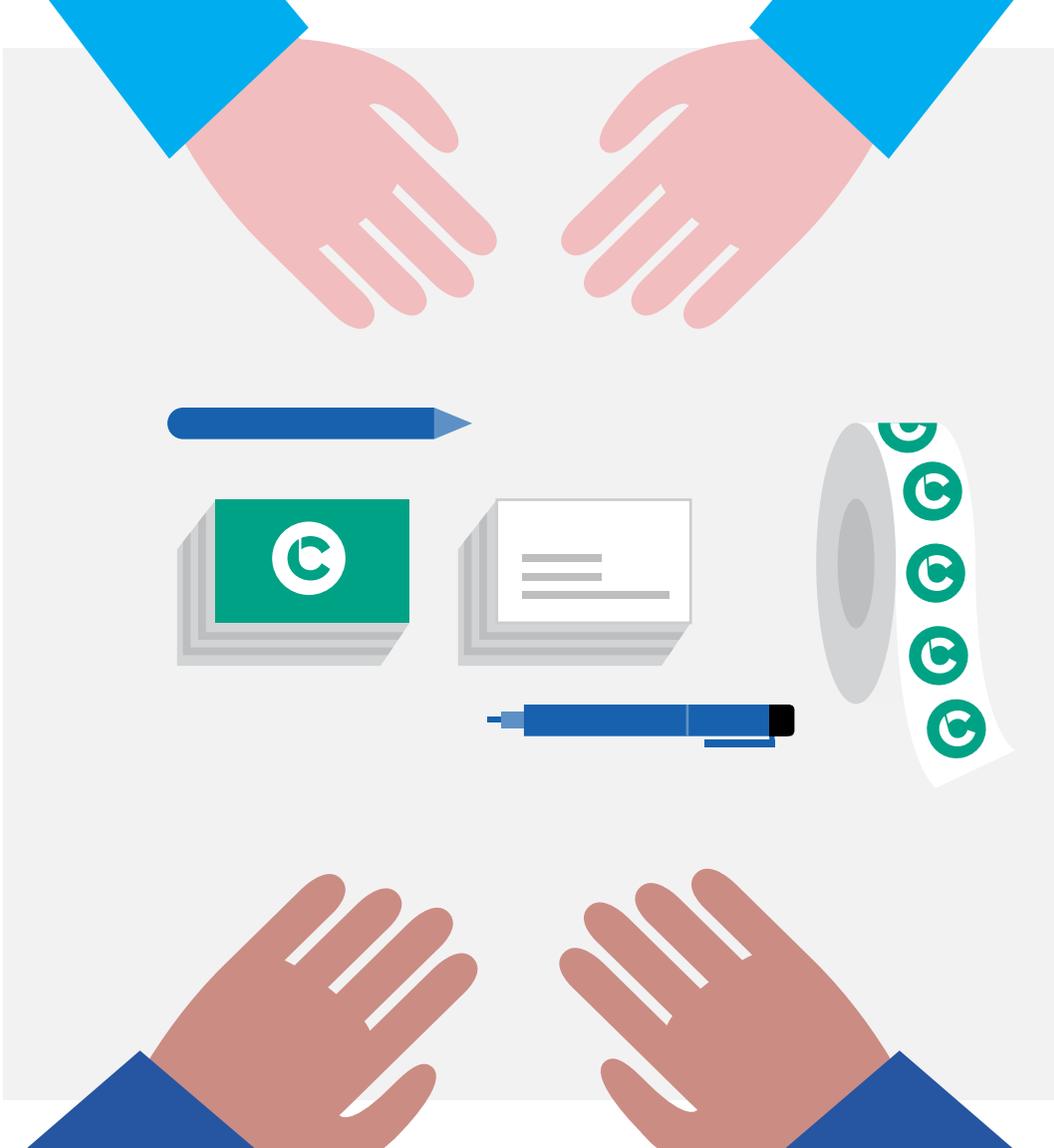


Leslie and Hillary have the deepest Rolodex
and biggest hearts in the business.

BILL OBERLANDER
Executive Creative Director, Oberland

How campus works.

campus delivers in-depth career insight through panels and workshops. These offerings are engaging, interactive and filled with strategies and instruction professionals at all levels can use immediately.



Work
Hard Stay
Humble



Build your job hunting squad.

Job hunters need external recruiters and talent managers on their side. We'll share our best practices on collaborating with people like us.



Perfecting the website & resume.

What should you include? What should you leave out? How should you organize it? What's the best platform to use? What work or skills should you showcase? We'll help coach you through the answers to these questions and more.



State of the industry: a reality check.

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

campus has 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



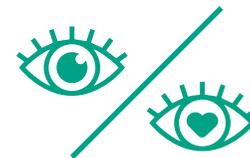
Socially responsible.

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. We'll share our toolbox of LinkedIn and search optimization strategies.



Savvy submissions.

We will give innovative and strategic examples on how best to share 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 talent see themselves as employers see them, and help best showcase their strengths.

I had the privilege of attending a career workshop hosted by **campus**. I was so impressed by the knowledge and advice shared by the panel, the real conversations that were happening from the Q&A, and the overall energy from every person in the room. I heard the advice I needed, and even more importantly, the advice I didn't even know I needed. I left feeling empowered, focused and ready to take the next step in my career.

ALEX FONTOVA
Senior Community Manager
WEWORK



The complete guide to interviewing.

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



Staying confident. Staying grounded.

At any point in your career, from a job search to resolving a conflict with a coworker — it can be a balancing act between having humility and knowing when to advocate for yourself. We'll show talent how to navigate the emotional ups & downs.



The art of negotiation.

Do you want to ask for a raise, but are already sweating at the very mention of the word? Are you looking to move on up? We'll guide you on a path to determine your true financial worth, and what language to use to share your success stories with confidence and ease.

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 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 career home. She started recruiting in 1995 and became partners at Kay & Black in 2007.

What she brings to campus:

A keen understanding of talent, organizational culture and team dynamics. A masters degree in social work combined with training through Coaches Training Institute (an ICF-accredited program), 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 schools, industry events, workshops and panel discussions, including the Young Ones Education Festival.

I not only found the event hosted by **campus** to be extremely helpful, but also incredibly uplifting. Hearing Hillary, Kathryn and a current freelancer speak honestly about their past mistakes and their professional triumphs allowed others to openly share their own questions and concerns. It's refreshing and reaffirming to know that other women are equally interested in listening and sharing advice and these events are a great place to see that.

VICKY SHUM
Visual Designer, ABC Home

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 top talent and creatives, including her family of artists, writers and designers. Creative insights, problem-solving skills and hands-on mentorship, providing advice and counsel to students and professionals at all stages of their careers. Training through Coaches Training Institute (an ICF-accredited program). Leslie has experience speaking at schools, industry events, workshops and panel discussions, including the Young Ones Education Festival.

Since **campus**'s grounding and honest talk I've realized that advocating for myself actually makes me look better. Who wouldn't want to invest in someone who is confident, knows their worth and isn't afraid to reasonably negotiate?

MALAIKA DANOVIKZ
SVP, Creative Director
Publicis

Bringing campus to you.

Set yourself up for success with panels and workshops by campus.

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Visit us at:

kayandblack.com