CREATIVE
DATA
ACADEMY

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Testimonials

Former Creative Data students on their experience and where they are now.

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How to apply

Apply now to start your journey and find out how data is done differently.

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WE ARE

Creative Data Academy

The Creative Data Academy aims to shift perceptions of what it means to work in data-driven marketing, because if you have the right skills it's a pretty cool place to be.

We want to create connections, linking you with potential employers and helping you explore roles within the data and marketing industry, and develop the relevant skills needed for your chosen line of work.

dma.org.uk/creativedata

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WHY US?

We want to create connections that matter

The DMA has built its reputation as a trusted body in our industry, and that's because we care about individuals in the industry. That means we advise on industry trends and are behind developing key research that helps people do business better.

We have strong relationships with over 1,000 corporate members, including big brands and top-of-their-game agencies that actively participate in talent programmes – always on the lookout for new faces to bring into their businesses.

DMA Talent helps those starting out to get your best foot in the door. We think we have a lot to give, and we intend on giving it to those who need it.

Consider this a pathway into the marketing and data industry like no other.

A safe and creative forum where you can ask all the questions you want to ask, in front of the people who matter.

dma.org.uk/creativedata

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WHY NOW ?

The marketing and data industry is more alive than ever before

Changing, evolving and growing at an incredible pace, there has never been a more exciting and interesting time to throw your hat into the ring.

Marketers are searching for new and fresh faces; for those digitally engaged people with a desire to create change and put their stamp on the world. In an ever-expanding digital age, more and more job roles are available, with new advances in technology as the catalyst to those opportunities.

Feel that shift in society? That's happening in the industry too, and you can be a part of that.

A new era of change, with a focus on diversity, making a difference and storytelling – because marketing is now more than just selling.

dma.org.uk/creativedata

We want to help you find where you fit.

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WHY NOT ?

Why not?

DMA Talent supports passionate, eager to learn individuals with a desire to make their mark in the marketing and data industry.

That doesn't mean you need to be well-practiced, have a degree, or even know what you want to do. It simply means you want to be part of something significant.

If you are willing to make and learn from mistakes, connect with new people and form relationships, throw yourself in head-first with determination and grit that gets you excited, it will get us excited – and excite the industry influencers we work with.

The Creative Data Academy's aim is to take your ambition, nurture it, and provide you with the road map, tools and connections to get you where you want to be.

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ACADEMY

The data and marketing industry is evolving at lightning speed and it needs talented people to think differently and push boundaries to produce extraordinary things.

Skills in maths, social sciences, human behaviour, insight, technology and analysis are high in demand and if you have great analytical skills, a career in data-driven marketing could be the one for you.

The Creative Data Academy will show you the ins and outs of data-driven marketing by demonstrating the incredible things that can be achieved with data as well as inviting you to explore the variety of roles you could find yourself in.

GET INVOLVED
GET INVOLVED
GET INVOLVED
GET INVOLVED

WHAT WE DO

Three day academies

Three days of problem solving that will put your analytical and creative skills to the test.

Alongside 29 other aspiring marketers, you'll experience a variety of talks and workshops from industry experts in areas including AI, Data Science and Martech alongside visits to some of the biggest agencies in the business, which will support your learning as the pieces to your own career puzzle begin to fall into place.

A careers advice session will give you hints and tips on landing your dream job in data-driven marketing. Think CV writing, application form insights, how to interview guidance and more. We'll also get you in front of the best in the industry at a networking event so you can start building the foundations for your next chapter.

Locations: London *(1-3 April)*, Manchester *(24-26 April)* Edinburgh *(dates TBC)*

One day labs

You've got eight hours to solve a real data issue for a business.

Working in small groups, you'll put your skills to the test to understand how businesses use data to make decisions. The data will be presented to you in its rawest form and you'll have to devise methods to understand and analyse it to produce recommendations for a marketing campaign.

You'll explore the kinds of roles you could go into as well as building connections with your peers and the experts who'll be helping you on the day.

Locations: various city locations across the UK.

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Ilona Butt | **Account Executive, REaD Group** | **Class of 2016**

Why marketing?

I like seeing a campaign go from the initial conversations with clients all the way through to data planning and then analysing results. It's really satisfying hearing feedback from a client when they have had positive results.

Career journey

Following the Creative Data Academy I kept in touch with all the contacts I had made and someone I met at the networking event invited me to come along to REaD Group to discuss available opportunities. I started almost straight after graduating and now sit within an agency team in the Account Management department, responsible for managing up to 15 clients with end users across various verticals.

Typical day

I work predominantly with agencies who have end users across various industries such as charities, insurance, travel and education. My typical day involves speaking to these clients about their data requirements and collaboratively figuring out a strategy using our products and services to best achieve results. I also spend a lot of my day liaising with different teams in the business to progress projects.

How the Creative Data Academy helped

I can honestly say I wouldn't have the role I do now or probably even be working in data without the Creative Data Academy. I hadn't really heard of data-driven marketing or the data roles that existed before the academy and it helped me make connections in the industry that I needed to kickstart my career.

Why apply?

The Creative Data Academy was a fantastic experience. Talks and workshops from individuals who worked across roles in the industry were really interesting. Their advice and encouragement to get stuck into the industry and opportunities was great.

Tim Avni | **Data Scientist at Wunderman** | **Class of 2016**

Why marketing?

Coming from a psychology degree, I was fascinated by human behaviour and that naturally led me to a career in marketing. It has given me the platform to further my understanding of consumer psychology as well as helping me to develop a whole host of other skills.

Career journey

I studied Psychology at the University of Durham and attended the academy in my final year. We visited Wunderman as part of the agency tour where they mentioned they had some opportunities going. I approached them and was offered a position on their graduate scheme. I got the opportunity to rotate around the business and found my feet in the data science department.

Typical day

I'm a data scientist, so a day of full code is the dream! I can be doing anything from analysing large sets of data for a client to building algorithms to address a data issue to enhance a marketing strategy. We work closely with planners to come up with creative solutions to briefs and to shape the client's strategy with data.

How the Creative Data Academy helped

The Creative Data Academy gave me to exposure to the world of marketing and the passion for it! It also introduced me to my current boss and it's how I heard about my first job.

Why apply?

Attending the Creative Data Academy opened my eyes to the opportunities in marketing. It completely transformed my career choice and helped me get to where I am now.

02

WHAT ARE YOU WAITING FOR?

WHAT *ARE* YOU WAITING FOR?

WHAT ARE *YOU* WAITING FOR?

WHAT ARE YOU *WAITING* FOR?

WHAT ARE YOU WAITING *FOR?*

How to apply

This is data done differently

Kickstart your career in data driven marketing at the Creative Data Academy.

Applications are open for the three day academies in London and Manchester until 17th February 2019. Applications are open for the three day academy in Edinburgh until 12th May 2019.

Applications for the one day labs are open on a rolling basis.

Apply at *__dma.org.uk/creativedata__*

Questions?
Email us at __dmatalent@dma.org.uk__

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