



*Are you studying advertising, marketing or a related field?*

## **You could win a 2014 Greater SF Ad Club Scholarship worth \$2000!**

The Greater San Francisco Ad Club *Student Scholarship Foundation* is again pleased to announce the availability of up to three \$2000 scholarships for college or university students seriously interested in pursuing a career in advertising. Relevant career paths could include marketing communications, journalism, creative (art direction, copywriting), media (planning, buying, sales), interactive production, broadcast production, strategic planning, social media, and search engine marketing/optimization.

*In addition, one lucky recipient will also receive resume advice, interview tips and career coaching from an HR advertising professional.*

### **To be eligible, a student candidate should:**

- Have achieved at least sophomore college level status by the 2014 spring semester;
- Be currently registered in good standing at a college or university in the Greater Bay Area;
- Have an overall GPA of 3.2 or better as shown on your most recent Official Transcript;
- Expect to continue your studies in advertising (or related fields — see above) for at least one year. If graduating, you agree to pursue a job in one of the above career opportunities in advertising.

### **To apply, a student candidate will need to:**

- Provide a resume detailing relevant academic, extracurricular, and work experience;
- Submit either (a) a 300-word essay explaining your desire to pursue a career in advertising (or one of the many businesses that are related to advertising), or (b) a 1-to-2 minute video or web page in lieu of a written essay. (Work samples are not required, but we do love to see them!);
- Submit a brief (one page is plenty) recommendation from a faculty member, internship or job supervisor;
- Submit a current Official Transcript from your current educational institution. (A PDF of an unofficial transcript pulled from your school website will suffice if timing is an issue, but an Official Transcript will be required if you are selected as a winner.)

**Go to [gsfac.org/scholarship](http://gsfac.org/scholarship) to enter.**

**Complete applications are due by May 9th, 2014! Winners will be notified by May 23rd.**

*Please email Diane Rames ([dianerames@gmail.com](mailto:dianerames@gmail.com)) if you have any questions. Good luck!*