

# Let's Talk Business

## For Ted Rogers School Students

These reports describe industry sectors and career paths of interest to TRSM students and Alumni. Each report leverages BCH employment data and the expertise of our staff. This collaborative effort engages staff, students, alumni and the University Business Librarian.

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## Beyond the Billboard: Careers in Advertising

Advertising plays a crucial role in shaping perceptions and driving consumer behavior, significantly influencing economic growth. The industry is rapidly evolving, driven by digital platforms, technological innovations, and shifting consumer expectations.

With digital advertising leading the way, trends like AI-powered personalization, AR/VR integration, and sustainability are gaining traction. This report will explore the increasing demand for advertising professionals and offer guidance on navigating a career in this industry.



**9.5%**

growth in the Canadian digital ad industry in 2023. The upward trend is expected to continue. <sup>1</sup>



**67%**

of total ad revenue worldwide was attributed to digital advertising in 2023. <sup>2</sup>



**\$20 billion**

invested into the digital advertising market in 2023 in Canada. <sup>3</sup>

## Types of Roles in Advertising

### Advertising Intern X

Rotate through various departments to understand ad creation, media buying, and client management.

#### Skills Required:

Adaptability & eagerness to learn.

### Junior Copywriter X

Write basic ad copy under the guidance of Senior Writers and learn about messaging strategies.

#### Skills Required:

Strong writing, creativity & attention to detail.

### Production Assistant X

Support the production of ads, including video shoots and editing logistics.

#### Skills Required:

Time management, organization, basic video/photography knowledge.

## Companies Hiring Ted Rogers Students



**CW Communications**  
Marketing, PR & Social Media



**DESIGNER  
BRANDS**



**ARITZIA**



**MLSE**

**SEPHORA**

## Let's Talk Money 💰



Major cities and markets like New York, Toronto, or Los Angeles typically offer higher salaries due to the cost of living and demand for talent.



**Entry-Level Roles  
(0–2 years of experience):**

Marketing Coordinator: \$40,000–\$55,000 per year

Junior Copywriter/Designer:  
\$45,000–\$60,000 per year

Digital Marketing Specialist:  
\$50,000–\$65,000 per year



**Mid-Level Roles  
(3–7 years of experience):**

Account Manager:  
\$60,000–\$85,000 per year

Media Planner/Buyer: \$55,000–\$80,000 per year

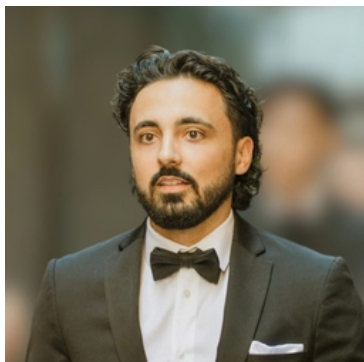
Creative Strategist: \$70,000–\$90,000 per year



## Data Sources

- 1 Statista Research Department. (2024, December 17). Digital advertising in Canada — statistics & facts. Statista. Retrieved January 31, 2025, from <https://www.statista.com/topics/3048/digital-advertising-in-canada/>
- 2 Statista Research Department. (2024, December 17). Digital advertising in Canada — statistics & facts. Statista. Retrieved January 31, 2025, from <https://www.statista.com/topics/3048/digital-advertising-in-canada/>
- 3 Statista Research Department. (2023). Digital Market Outlook: Digital advertising spending country comparison 2023. Statista. Retrieved January 31, 2025, from <https://www.statista.com/forecasts/459632/digital-advertising-revenue-countries-digital-market-outlook>

## Meet an Alumni!



Digital Advertising  
Manager  
StackAdapt

**JOSH HERENBERG**



“ Josh is currently a Digital Advertising Manager at StackAdapt, where he combines creative skills with analytical thinking to launch revenue-driving ad campaigns. He started his career in tech, gaining exposure to various aspects of the industry. Josh advises students pursuing marketing careers to consider working in an agency or start-up environment, as these fast-paced settings allow you to wear multiple hats, try different things and learn what you like in a fast-paced, high-volume environment.

After taking the initiative to lead advertising in a digital advertising department, he demonstrated his skills set and the value he brought to the company which led him to grow in his career where he is today. What he finds most exciting about digital advertising is its reliance on data-driven decision-making.

In his current position, Josh frequently works with tools like Excel, Google Analytics, and ad-buying platforms to assess performance metrics and refine strategies globally. He emphasizes the importance of honing both creative and analytical skills for success in this field.

Josh encourages students to actively build their portfolios by seeking hands-on opportunities, such as offering free ad services to small businesses. This practical experience not only helps develop essential skills but also prepares you for a successful marketing career.

## Visit the Business Career Hub

### Employer Events

Interested in expanding your network and meeting industry professionals? BCH organizes and hosts many industry events - refer to your 'Careers Newsletter' or visit [here](#).

### Bootcamps/Prep Programs

Microsoft Excel - Financial Modeling - VBA - Tableau - PowerBI - Ace This Case Capital Markets - R - Python  
[Click here to register for current bootcamps.](#)

### Coaching & Mock Interview

For career coaching, interview prep and more, [schedule a 1:1 appointment](#) with a Career Consultant or a Co-op Coordinator.

 [TedRogersBCH](#)  [TedRogersBCH](#)  [TRSM Business Career Hub](#)  [Business Career Hub](#)



### Career Consultant Contributor Tania Rasie

Tania is a Career Consultant and a graduate of the Ted Rogers Co-op program. She has experience in campus and early talent recruitment within the IT industry. She aims to assist students in uncovering their career passions while leveraging their unique strengths.



### Student Contributor Andrea To

Andrea, a Marketing Management student, as a Project Coordinator for Hub Insights during her 1st Co-op work term. Her career aspirations encompass Campaign Planning, Digital Marketing and Social Media Marketing.