



The University of Texas at Austin
Career Center
Moody College of Communication

Career Advising Resource Links

All Majors

Moody Career Center Materials

<https://moody.utexas.edu/career-services/students/career-materials>

Career Exploration

Texas Career Engagement Resources

Find virtual career development information and resources for:

[Undergraduate Students »](#)

[Graduate Students »](#)

[Faculty and Staff serving students »](#)

[Employers recruiting at UT Austin »](#)

Handshake

- Book appointment with career coach
- Job/Internship Listings
- [Get Hired Remotely](#)

LinkedIn Learning

ADV/PR LinkedIn Group

Searching for a Job

- [Talent Zoo](#)
- [Companies Hiring During COVID-19](#)
- [Employers by Major](#)

Ad/ PR focused

- [Ad Forum](#)
- [We are Next](#)
- For current advice: [Virtual Recruiter Roundtables](#)
- [Working/ Not Working](#)
- [The One Club](#)

- [Creative Circle](#)
- [PR Council Agency Ready Certificate](#)

Freelance

- [Fiverr](#)
- [Upwork](#)

Non-Profit

- [Idealist.org](#)
- [Volunteermatch.org](#)

Resources to Help Make Positive Change

- [Change.org](#)
- [Austin Justice Coalition](#)
- [African American Youth Harvest Foundation](#)
- [Color of Change](#)
- [True Connection \(la-based production company\)](#)
- [Minority Veterans of America](#)
- [CASA of Travis County](#)

Industry Orgs

[ANA](#)

The ANA (Association of National Advertisers) provides leadership that advances marketing excellence and shapes the future of the industry. The ANA's membership includes more than 680 companies with 10,000 brands that collectively spend over \$250 billion in marketing and advertising. The ANA also includes the **Business Marketing Association** (BMA), the **Data and Marketing Association** (DMA), and the **Brand Activation Association** (BAA) which operate as divisions of the ANA, and the **Advertising Educational Foundation**, which is an ANA subsidiary.

[4A's](#)

The 4A's is the national trade association representing the advertising agency business in the United States. As a management-oriented association, the 4A's offers its members the broadest possible services, expertise, and information regarding the advertising agency business. Its membership produces

approximately 80 percent of the total advertising volume placed by agencies nationwide.

Marketing Research Association

The Marketing Research Association is the leading and largest U.S. association of the opinion and marketing research profession, which delivers insights and strategies to help guide the decisions of companies providing products and services to consumers and businesses.

IAB

IAB serves as digital media's biggest tent, comprised of more than 650 leading media and technology companies that are responsible for selling, delivering, and optimizing digital advertising or marketing campaigns. Working with its member companies, IAB develops technical standards and best practices and fields critical research on interactive advertising, while educating brands, agencies, and the wider business community on the importance of digital marketing.

Ad 2 Austin

Ad 2 Austin is a not-for-profit organization that connects professionals and students interested in advertising, marketing, and design aged 32 and under in the Austin area.

Austin AMA

The vision of the Austin AMA is to foster meaningful relationships between marketing professionals and to advance the marketing field in Austin, Texas, as the place where professionals can lead, connect, and grow.

AAF

The American Advertising Federation is the only organization that includes members across all disciplines in advertising. They can help advance careers and build connections whether you are new to the industry or not. They help kickstart careers through their many college chapters and student programs.

PRSA

The Public Relations Society of America is the nation's leading professional organization serving those in public relations. They offer professional development programs and represent 110 U.S. Chapters and 14 Professional Interest Sections.

MMA

The Mobile Marketing Alliance helps marketers drive innovation and lasting value in an increasingly mobile connected world. The MMA is the only marketing trade association that brings together the full ecosystem of marketers, tech providers, and sellers working collaboratively to architect the future of marketing, while also delivering growth today.

AD Age

Ad Age is a leading global publication across both print and digital platforms. They focus on bringing the latest news, trends, innovations, and analysis of the advertising and marketing industries.