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करियर मार्गदर्शन पोर्टल • Career Guidance Portal

"सही मार्गदर्शन, उज्ज्वल भविष्य।"

करियर शीट • CAREER SHEET

विज्ञापन पेशेवर

Advertising professionals are the creative people who build ads for brands — crafting words (copy), visuals (art direction) and big campaigns that connect audiences to a product or idea. The career blends creativity, psychology...



Scan for everything on this career

Salary, exams, colleges, the routes in and the steps after — all on the portal.

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सुशील कुमार शर्मा

प्रधानाचार्य, रा.उ.मा.वि. जेठन्तरी • मास्टर ट्रेनर
Principal, GSSS Jethantri • Master Trainer



श्री चेनाराम चौधरी

प्रधानाचार्य, डाइट बाड़मेर
Principal, DIET Barmer



श्रीमती संघमित्रा

वरिष्ठ व्याख्याता, डाइट बाड़मेर (सहयोग)
Sr. Lecturer, DIET Barmer (Support)



भरत चौधरी

अभिकल्पना व विकास • व्याख्याता (इतिहास)
Designed & developed • Lecturer (History)

विशेष धन्यवाद • SPECIAL THANKS



सुरेन्द्र सिंह राठौड़

व्याख्याता (इतिहास) • रा.उ.मा.वि. कानाना



सुरेश कुमार सैन

व्याख्याता (भूगोल) • रा.उ.मा.वि. रामसीन मूंगड़ा



वनिता कुमारी

व्याख्याता (इतिहास) • रा.उ.मा.वि. रामसीन मूंगड़ा



कमलेश चौधरी

व्याख्याता (राजनीति विज्ञान) • रा.उ.मा.वि. टापरा

करियर मार्गदर्शन कार्यशाला, डाइट बाड़मेर (14-17 जुलाई 2026) में विकसित व लोकार्पित
Developed & unveiled at the Career Guidance Workshop, DIET Barmer (14-17 July 2026)

यह एक स्वतंत्र परियोजना है, जो सरकार की आधिकारिक करियर-मार्गदर्शन सामग्री पर आधारित है। • An independent project based on the Government's official career-guidance content.

1 About this career

Advertising professionals are the creative people who build ads for brands — crafting words (copy), visuals (art direction) and big campaigns that connect audiences to a product or idea. The career blends creativity, psychology and marketing, and demand is growing fast thanks to digital and social media.

2 At a glance

Min. qualification	Class 12 (any stream) + a degree in advertising/mass-comm/design
Work mode	Office at agency/studio; some remote and freelance
Demand (2026)	High — rising with the boom in digital advertising
Top earning	Creative director/agency head ₹40 lakh–₹1 crore+ per year

3 What you need

INTERESTS

- Storytelling, fresh ideas and playing with words
- Curiosity about brands, markets and human behaviour
- Love of art, design, film and pop culture

ABILITIES

- Original, creative thinking
- Clear, persuasive communication
- Ability to work under pressure and deadlines

KEY SKILLS

- Copywriting (catchy ad writing)
- Creative ideation and campaign thinking
- Design tools (Photoshop, Illustrator, Canva)
- Digital marketing and social media

- Communication and presentation (pitching ideas to clients)
- Teamwork and collaboration
- Strategy and understanding of consumer psychology

4 How to get there

- 1 Pass Class 12 in any stream; start practising writing/art/design.
- 2 Do a degree in advertising, mass-comm or design (or BBA in marketing).
- 3 Build a strong portfolio — collect your ads, copy and design work.
- 4 Intern at an advertising or digital agency.
- 5 Enter as a copywriter, art director or account (client servicing) role.
- 6 Grow into senior creative roles with experience and award-worthy work.

MAIN EXAMS

- Most roles are portfolio- and interview-based; for degree courses take mass-comm/design entrances such as the IIMC entrance exam and MICA's MICAT.

5 Where to study

GOVERNMENT INSTITUTES

- Centre for Mass Communication, University of Rajasthan — Jaipur (<https://masscom.uniraj.ac.in/>)
- Haridev Joshi University of Journalism & Mass Communication — Jaipur (<https://hju.ac.in/>)
- Indian Institute of Mass Communication (IIMC) — Advertising & PR — New Delhi (<https://www.iimc.gov.in/academic-courses/pg-diploma-course-advertising-and-public-relations>)
- MICA — Ahmedabad (<https://www.mica.ac.in/>)

PRIVATE INSTITUTES

- Symbiosis Institute of Media & Communication (SIMC) — Pune
- Xavier Institute of Communications (XIC) — Mumbai
- Amity School of Communication — Jaipur

ONLINE

- Google Digital Garage / Skillshop (free) — Online (<https://skillshop.withgoogle.com/>)
- HubSpot Academy (content & marketing) — Online (<https://academy.hubspot.com/>)

- Coursera — Google Digital Marketing Certificate — Online (<https://www.coursera.org/professional-certificates/google-digital-marketing-ecommerce>)

FEES

Government mass-comm courses are usually ₹10,000–₹60,000 per year; private institutes and MICA-level programmes run ₹2–₹20 lakh. Many online digital-marketing courses are free.

SCHOLARSHIPS

- National Scholarship Portal (NSP) (<https://scholarships.gov.in/>)
- Mukhyamantri Uchch Shiksha Chhatravriti (Rajasthan SSO) (<https://sso.rajasthan.gov.in/>)

6 What the work is like

WHERE YOU WORK

Advertising agencies, digital/creative studios, brands' in-house marketing teams, media houses, and freelance from home.

WORK CULTURE

Fast-paced, idea-driven and collaborative; workload spikes around project deadlines and client pitches.

WHO HIRES

- | | |
|--|---|
| • Large ad agencies (Ogilvy, Leo Burnett, MullenLowe Lintas) | • Digital/performance marketing agencies |
| • Brands' in-house marketing and brand teams | • Media and publishing houses |
| • Startups and e-commerce companies | • Independent (freelance) copywriters and designers |

DEMAND (2026)

India's advertising market keeps growing and the digital share is expanding fast, so demand for copy, content and design talent is strong.

7 Career growth

- 1 Trainee/junior (copy, art or account)
- 2 Executive / senior executive

- 3 Creative or account manager
- 4 Creative director / agency head

EARNINGS

Starting	₹2.5–4 लाख/वर्ष
Mid level	₹6–12 लाख/वर्ष
Senior level	₹20 लाख–₹1 करोड़+/वर्ष

Pay depends heavily on city, agency and portfolio; award-winning creative work raises earnings quickly.

8 The good parts · The challenges**The good parts**

- Highly creative, varied work — new brands and ideas every day
- Your ads reach millions of people
- Many paths — copy, design, digital, strategy or freelance

The challenges

- Tight deadlines and long working hours
- Frequent revisions and rejection based on client tastes
- Low starting pay; building a name takes time

9 Real-life journeys**Piyush Pandey**

Former Executive Chairman & Chief Creative Officer, Ogilvy India (Jaipur)

Born into an ordinary family of nine siblings in Jaipur, Rajasthan, Piyush Pandey did odd jobs (even tea-tasting) before joining Ogilvy in client servicing in 1982. By writing ads in everyday Hindi he created unforgettable campaigns for Fevicol, Cadbury ('Kuch Khaas Hai') and Asian Paints, becoming the biggest name in Indian advertising — a small-town beginning that reached the very top.

Ogilvy · <https://www.ogilvy.com/ideas/remembering-piyush-pandey-man-who-made-creativity-live-peoples-hearts>

Kainaz Karmakar**Chief Creative Officer, Ogilvy India**

A psychology graduate with no advertising background, Kainaz Karmakar stepped into the field in 1999. Moving through FCB Ulka, Leo Burnett and JWT, she joined Ogilvy in 2010 and today is Chief Creative Officer of Ogilvy India, the country's biggest agency. Her 'Savlon Healthy Hands Chalk Sticks' campaign won Asia's first Grand Prix for Creative Effectiveness at Cannes Lions, and 'Beauty Tips by Reshma' earned Ogilvy India its first Glass Lion. She has won over 40 awards including multiple Cannes Golds — proof that great, purposeful ideas rise to the top.

Forbes India · <https://www.forbesindia.com/article/leadership/kainaz-karmakar-bringing-the-change-through-stories/81797/1>

10 Sources & further reading

1. MICA — official website — <https://www.mica.ac.in/>
2. IIMC — Advertising & PR course — <https://www.iimc.gov.in/academic-courses/pg-diploma-course-advertising-and-public-relations>
3. Haridev Joshi University of Journalism, Jaipur — <https://hju.ac.in/>
4. National Career Service (NCS) — <https://www.ncs.gov.in/>

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