

Junior Ad Jobs Are Vanishing—Can the Industry Rebuild Its Ladder?

When Measu Bellay graduated from the University of Maryland with a degree in economics in 2018, she thought she might pursue a PhD. Instead, she pivoted to photography and art direction through the advertising portfolio program The One School.

But when she tried to land her first full-time role at an agency, opportunities were few and far between.

“I was very shocked,” Bellay said. “Most of the time, there isn’t even an application. By the time you see it online, someone else might already have it in the bag.”

Despite being the top student in her program, Bellay has spent the past year piecing together her portfolio with spec work, taking on freelance gigs, and entering creative competitions.

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