

Break In Without the Perfect Resume

4 moves to break into advertising without a traditional path, from Fran Westbrooks, founder of BLVD Content and incoming president of Adcraft Detroit

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PLAY 1

CREATE YOUR OWN SPACE

Fran walked off the street into a copywriter job with no advertising background, just curiosity. His advice for breaking in today: stop grinding out applications and waiting on a yes. The best time to look for a job is while you have one. Build proof of what you can do and you walk in far more valuable than a degree alone.

2

PLAY 2

BE PASSIONATE WITH A PURPOSE

Asked what he would tell his 22-year-old self, Fran said to quit internalizing every setback, because it is a moment in time and is not that personal. Listen a lot more. And be passionate with a purpose instead of wearing passion as a personality trait. Point your energy at something real.

3

PLAY 3

DON'T BANK IT EARLY

In year four at Boulevard, Fran landed an almost \$8 million deal. Two weeks later it vanished over one person's decision. The lesson stuck: do not put it in the bank before it gets in the bank. Disappointment is constant and usually has nothing to do with you, so take the L and keep pushing.

4

PLAY 4

LISTEN FIRST, THEN WRITE

When Fran named the skills young pros should lock in, he skipped the tools. The top soft skill is listening, getting your puzzle pieces before you speak. The top hard skill is writing, the brick and mortar of pen to paper. Do not lean into the shortcuts.

"The best time to look for a job is while you have one."

— Fran Westbrooks, Founder of BLVD Content & Incoming President of Adcraft Detroit

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