

# ADMA Creative School is back for another year, with new tutors and a refreshed, digitally-led curriculum

17 July 2017 – After 13 successful years in Sydney and Melbourne, the Association for Data-driven Marketing and Advertising (ADMA) is opening its 2017 season.

Aspiring copywriters and art directors from both cities are being urged to enroll in Creative School's annual 10-week course.

ADMA is also announcing the appointment of Carmela Soares, Creative Director at Isobar Australia, as Head Tutor of the Creative School in Melbourne. Carmela joins Leo Bajzert, Creative Strategist at Optus, who continues to lead ADMA Creative School in Sydney.

Both Carmela and Leo have solid digital and integrated backgrounds, and have worked in some of the biggest creative agencies in Australia.

Carmela leads the creative team at Isobar Australia, after having worked at MercerBell, Havas and JWT Sydney, DDB and Ogilvy Brazil.

Leo's 18 years' experience has seen him work for global agencies such as Wunderman, Euro and Y&R, as well as local firms like The Works.

With a more digital focus — including a new, dedicated mobile brief — the course is designed to give aspiring creatives a working knowledge of the skills they'll need to succeed in today's, and tomorrow's, creative departments.

"Connected devices are an essential part of our lives — it's where we consume most of the content and how we connect with most of the brands, for the majority of the time. To get our students job-ready, we need to align the course with the problems today's clients need solving," says Carmela.

"What she said," says Bajzert.

Creative School is a 10-week creative advertising course (2 evenings a week) focussed on developing skills as a creative. Students will find themselves inside ad agencies, and get face time (the analog kind) with some of the most senior creatives in the Australian industry.

Over a third of Creative Students students have gone on to a career in advertising after graduating.

"We have a skills shortage in Australia and it's really important that we develop the next generation of creative talent for our industry" added ADMA CEO Jodie Sangster.

ADMA Creative School starts 24 August in both Sydney and Melbourne and runs for ten weeks. Students attend two evenings a week and graduate with a portfolio of work-ready ideas and an enviable list of agency contacts.

Enroll here.

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