

HOW CREATIVITY WORKS

Jermine & Paul on team dynamics, moving from TBWA to Mullen, and making the E*TRADE baby talk on TikTok



TUESDAY, APRIL 18TH at 7PM

Join us for a REMOTE panel discussion with creative team **Jermine Hodge** BIC '21 and **Paul Bernabe** BIC '21 as they explain their art director/copywriter dynamic and how to put your creativity to work in a career in the communications business.

BIC ADMISSIONS BONUS: Thinking of applying to BIC's Creative Track? Stick around. After the panel, BIC Program Director **Nancy R. Tag** will offer tips and tricks on how to get your spec portfolio in shape for admissions for Fall 2023. Final Admissions Deadline for the BIC Class of 2025 is **June 1st, 2023**. RSVP for the Zoom link.

