

The Creativemark Talent Program

Learn to make marketing work.

May 2035

Outline

- ⁰¹ How the Program works
- ⁰² What you'll be doing
- ⁰³ How we work
- ⁰⁴ What you'll learn
- ⁰⁵ Performance and rewards
- ⁰⁵ Growth path
- ⁰⁵ Expectations

About Creativemark.

Businesses struggle with marketing because they lack clarity and compelling storytelling—they don't know what to say or how to engage customers in a way that attracts and retains them.

Creativemark Agency provides businesses, NGOs and personal brands with a clear framework for messaging, brand experience and identity, and marketing technology—helping them communicate through strategic storytelling and immersive experiences that transform audience interactions and generates sales.

About the Program

This is a structured learning and work program designed to train you in marketing, design, and business, while giving you real experience on projects.



How the Program works

You will go through 3 phases

Foundation

Learn core marketing principles and the Creativemark framework.

Guided Work

Handle real tasks with supervision.

Ownership

Take responsibility, specialize, and contribute at a higher level.

What you'll be doing

01 Managing social media pages

04 Assisting with client work

02 Supporting marketing and business development tasks

05 Taking on more responsibility as you grow

03 Drafting proposals and other relevant documents

How we work

Derek or an assigned team member will walk you through presentations. You will also have access to paid courses

Each week includes:

01

Training sessions

02

Assigned course work
and tasks

03

Reviews and feedback

04

Personal learning
reflections

What you'll learn

01

Marketing and strategy, using The Creativemark Framework

02

Content creation and design

03

Sales and business development

04

AI, automation and digital tools

Performance & Rewards

Performance is based on quality, consistency, and initiative

Stipends are performance-based

Top performers get more opportunities and responsibilities

Non-performers will be evicted from the program

Growth path

01

Trainee/Assistant



02

Specialist /
Team member



03

Creativemark Partner

Top performers may eventually:

- Work directly on client projects
- Earn from projects
- Grow into Creativemark partners

Expectations

This is a practical program. You learn by doing.
Your growth depends on how you show up.

Be proactive
Meet deadlines
Communicate clearly
Be willing to learn and improve
Criticize work constructively

This is a practical program. You learn by doing.
Your growth depends on how you show up.

Thank You.