



“Talent is equally distributed, but opportunity is not.”

Leila Janah

Author, *Give Work: Reversing Poverty One Job at a Time*

KEPLER ACADEMY

DIGITAL ADVERTISING CAREER TRAINING FOR
DIVERSE TALENT

We believe the best talent should break through, but the best talent doesn't always have access to the best opportunities. We want to change that.

What is Kepler Academy?

Kepler Academy is an immersive training and mentorship program designed to help diverse candidates land and thrive in digital marketing roles.

The Academy was created by Kepler Group to help address the diversity and opportunity gap in digital advertising.

Our virtual externship program is free to participants, and the curriculum is specifically designed to address key structural barriers impacting diversity in the industry. The Academy provides the training, certifications, and hands-on experience hiring managers look for when recruiting talent, and a clear path to an entry-level job in digital advertising.

Kepler Academy
empowers graduates
with:

- An introduction the industry
- Access to professional connections
- In-demand job skills
- Career preparation



The Program

EMPOWERING PARTICIPANTS

Participants spend an average of two hours a day attending classes adapted from Kepler's world-class digital media training program, Kepler University, which offers professional-level training in key digital advertising disciplines. Classes are interactive, providing the chance to engage with instructors, mentors, speakers and career panelists.

Participants use their knowledge to run a live digital campaign for a real client, deepening their understanding of concepts through hands-on application. Participants are also paired with a Kepler team member to support them through the program.

Students leave the program prepared for the job market, with access to high-profile speakers from top brands and platforms, resume workshops, interview preparation sessions, and networking opportunities.

SUPPORTING ORGANIZATIONS

Kepler Academy serves small businesses and not-for-profit organizations who can benefit from expertise in digital media. Student-led and Kepler-supervised teams manage campaigns pro bono, helping these organizations grow their brands and support their missions, which have included COVID-19 education, anti-bullying activism, and raising funds for children's cancer research.

THE CURRICULUM:

- The foundations of the digital marketing ecosystem, including key channels and technology
- Deep dives on digital concepts with interactive workshops to demonstrate real-world applications
- A keystone project focused on managing and optimizing live social campaigns
- Career preparation, including mentorship coaching and job interview guidance



“The students did an excellent job presenting their work. We’ve really enjoyed this experience and dipping our toe into paid campaigns, something we’re keen to continue exploring!”

Kepler Academy non-profit client

Year One Stats:

42

graduates

53%

landed industry roles
within months

8

small business and non-
profit clients supported

13

industry speakers

1.5M

people reached in
paid campaigns

50+

Kepler team
volunteers

Kepler Academy graduates have been hired by companies like:



mediacom

metaprop.

centro



And we're just getting started.

Learn more about Kepler Academy

www.keplergrp.com/kepler-academy



“I’ve learned more in the last 6 weeks than I did in the past 2 years (and I’m a marketing major).”

Kepler Academy Graduate

“The program was the best investment I made this year.”

Kepler Academy Graduate