

# DRIVER ANALYSER



Find out which careers in **advertising** and **media** are the best match for you.



# Unleash Your Potential in the Dynamic World of Advertising and Media

The global advertising industry continues to grow with some predicting it will hit a TRILLION dollars by 2028! With all this growth, organisations are searching high and low for people to join and help them meet this ever-growing demand.

This fast paced and highly innovative industry offers more than just jobs - it provides vibrant, exciting careers for individuals with a wide spectrum of skills and experience. Strategy, Creative, Sales, Finance, HR, Data, Tech, Admin - no matter what your skillset or personality type - this great industry has a place for you.

There are opportunities in advertising and media for people at all levels. If you have a tertiary education, great; but if you don't you can still very much thrive here. The industry offers exciting challenges and continual learning. It's an industry that drives consumer behaviour so your skills will continue to grow. Experiences you gain in this industry are highly portable and will make you attractive to businesses all over the world.

Your aic match report is designed to help you learn what careers people like you find most rewarding. You'll learn what strengths and skills people like you bring to a team and what to look out for when searching for a career that meets your needs.

Ready? Let's get into it!

**YOUR PERSONALITY STYLE IS:**

# Driver Analyser

**Driver Analysers are determined people who have great confidence. They are not easily side-tracked, and they can't be pushed into doing something they don't want to do. This can make you seem stubborn. You say exactly what you think, and sometimes this upsets people, but you don't really care.**

You are a straight forward person and, once you set your mind on something, you just go after it. And you stick with it until you become an expert. You are great at solving problems because you carefully consider your options. You feel that you can take care of things all on your own if you have to, and you are confident when making decisions. You have no problem taking charge, and you are not afraid to tackle new situations. You are willing to take risks and give something new a try but you always consider alternatives first.

You love a challenge, and you expect to be the winner. You don't get too emotional; you prefer to deal with facts and numbers than with people. You are a creative thinker and something of an inventor and entrepreneur. Your talent to think things through helps drive your adventurous spirit.

## Words That Describe You

Inventive • Creative • Demanding • Logical  
Forceful • Quiet • Thoughtful • Active  
Results-Oriented • Straightforward  
Independent • Perfectionist



**YOUR PERSONAL**

# Strengths



## **Setting High Standards**

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Your natural instincts to win mean that you set high standards for yourself and others. You make a difference by encouraging others to be the best they can be and not to expect anything less than success. You respect loyalty and hard work.



## **Being A Creative Thinker**

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You make a difference by being a visionary, a “future oriented” person who doesn’t look back. You are good at developing plans, schemes and concepts, sometimes the bigger the better. Nothing is impossible. You use a logical approach to design and innovation.



## **Solving Problems**

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You are a natural and gifted problem solver. You make a difference by being able to get to the core of a problem and provide solutions that work. You see the problem as a challenge rather than a setback, and this gives you the clarity to see it through.



## **Seeing The Big Picture**

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You prefer to work with the big picture, the big idea, rather than get into details. You make a difference by your sensible approach to see how things connect. You see how everything relates and where problems may arise. This is what makes a great entrepreneur.





AND SOFT

# Skills



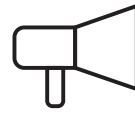
## Accepting Challenges

You enjoy a challenge that uses your ability to think outside the box, be innovative and take action. You make a difference by encouraging others to get on with it, take calculated risks and challenge themselves.



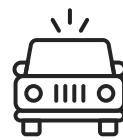
## Meeting Deadlines

You are realistic and strive for results such as getting things done on time, or saving money or figuring out how to be more productive. You want to see tasks completed efficiently. You make a difference by ensuring that things are done correctly and deadlines are met.



## Taking Charge

Your leadership skills compel you to take charge and be in control. You make a difference when it's needed to solve a problem because you are willing to back yourself. Your self-confidence and leadership qualities encourage others to follow and support you.

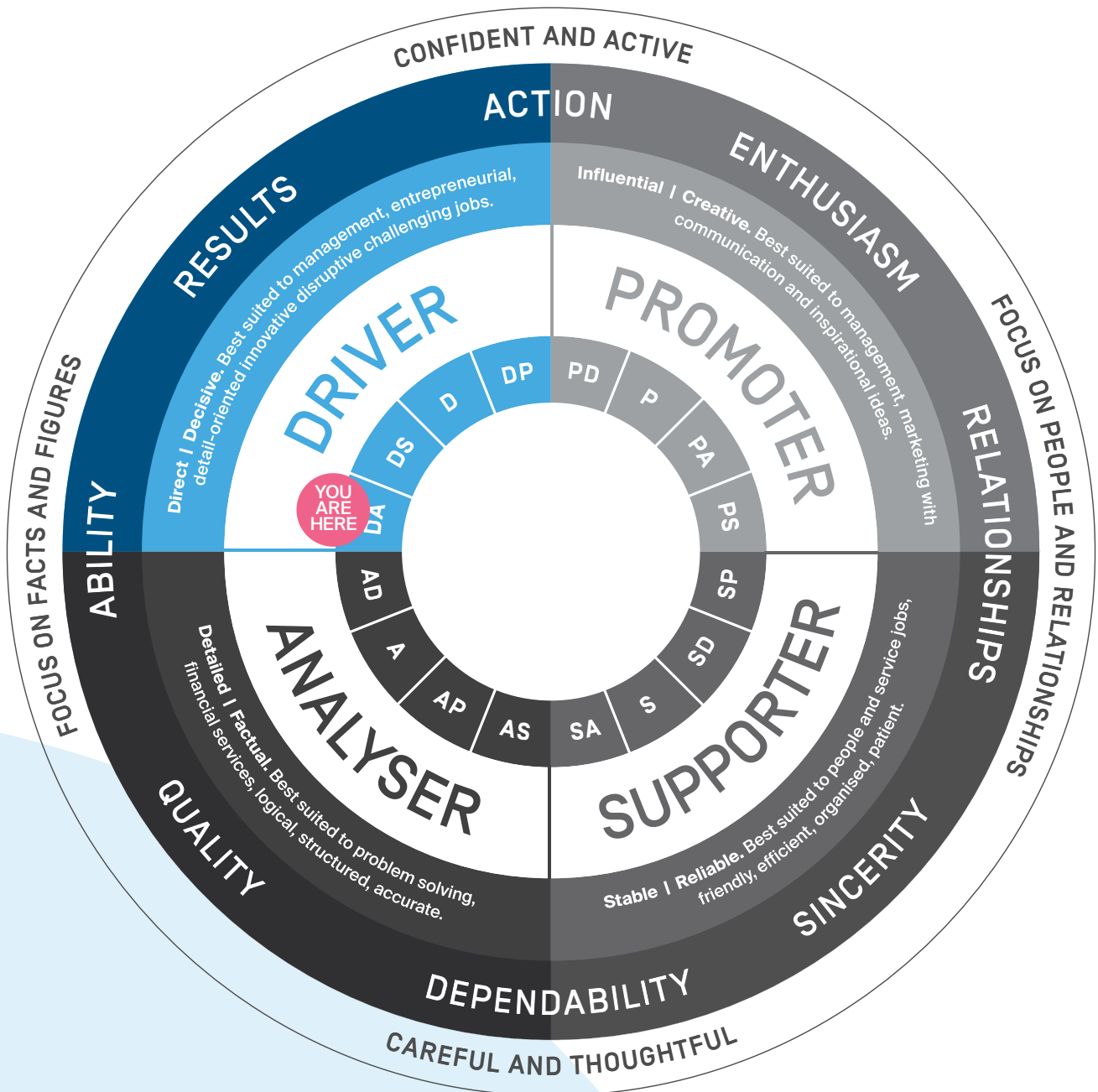


## Respecting Rules

You respect authority and are willing to use your authority with a sense of fairness. You understand that rules are meant to be followed because they create order and a method by which things get done. You make a difference by sticking to procedures and systems.

# YOUR PERSONALITY

# Map



## How To Interpret Your Personality Map

The Map is divided into the four personality styles, DRIVER | PROMOTER | SUPPORTER | ANALYSER and combinations of each style (DA, DP, DS etc.). Your style is shown as "YOU ARE HERE". The outer circle represents what you focus on and how you approach life. Drivers and Analysers focus on facts and figures, Promoters and Supporters focus on people and relationships. The middle circle represents what's important to you - for Drivers it's results for Promoters it's enthusiasm for Supporters it's sincerity and for Analysers, quality. The inner circle represents key strengths and examples of careers to match your personality.

## THE BENEFITS OF ALIGNING YOUR CAREER WITH YOUR

# Personality



### Job Satisfaction

When your career aligns with your personality, you are more likely to enjoy your work. Job satisfaction can lead to a happier, more fulfilling life, reducing stress and increasing your overall well-being.



### Better Performance

When your personality matches your career, it's easier to excel in your role. You'll naturally have the traits and skills needed to perform well in the job, leading to recognition, promotions, and career progression.



### Increased Motivation

If you are in a career that matches your personality, you will likely feel more motivated. This is because the tasks and responsibilities of the job are likely to align with your intrinsic interests and values, leading to higher motivation levels.



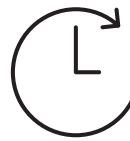
### Greater Productivity

When your job suits your personality, it feels less like work and more like a natural extension of your interests and abilities. This can make you more efficient and productive, as you are likely to find your tasks more engaging and enjoyable.



### Reduced Stress

A mismatch between personality and career can lead to increased work-related stress. On the other hand, choosing a career that aligns with your personality can result in lower levels of job strain, as the work environment and job requirements will be more compatible with your natural tendencies.



### Career Longevity

Careers that align with an individual's personality are more likely to be sustainable in the long run. You'll likely remain interested and invested in your work over time, reducing the chance of burnout or frequent job changes.



## CAREERS FOR

# Driver Analysers

Ideal careers for Driver Analysers involve having a variety of work that is hands on, detailed and requires problem solving. You find it more rewarding to pursue jobs in factual, technical industries where your expertise in dealing with logic and facts is most valued, rather than people-oriented jobs.



## Your Ideal Work Environment

### DRIVER ANALYSERS EXCEL WHERE:

- You can make decisions
- There are challenges and rewards
- Relationships skills are not required
- There is freedom from control and supervision
- There is an opportunity to delegate and manage
- Technical, task-oriented work is required
- There is an environment where quality and standards are important
- Tasks can be broken down into measurable components



## Values

Achievement • Competence • Leadership • Structure  
Decisiveness • Efficiency • Productivity • Commitment  
Critical Thinking • Responsibility • Facts • Challenges



## Style Under Stress

When under pressure, Driver Analysers natural sense of urgency is more exaggerated and you become dictatorial insisting that it's done your way. You don't feel much sympathy for those who don't know what they're supposed to do. You want everyone to be responsible and self-disciplined. By becoming demanding you can upset people with your comments. You become overly critical because of your desire to get the job done rather than worry about what people think.



## Natural Talents

### YOU BRING TO THE JOB:

- Ability to focus on the task at hand
- Can stay calm and cool in a crisis
- Practicality and good commonsense
- Keen powers of observation and an excellent memory for factual information
- Ability to bring order to confusing data and recognise key facts
- Aptitude for working alone or alongside others you respect
- You recognise what needs doing and what's important to complete the job
- Able to adapt to sudden changes and shift gears quickly
- Ability to identify and make good use of available resources
- Flexibility and willingness to take the initiative and try new approaches



## Dislikes

Boredom • Exaggeration • Disorganisation • Excuses  
Evasiveness • Inaccuracy • Indecisiveness • Laziness  
People Who Don't Take Responsibility For Their Actions





# Advertising & Media

Driver Analysers have qualities such as being results-oriented, analytical, and action-driven. Based on these characteristics, a media or advertising job that would best suit a Driver Analyster type could be:



## Digital Strategist

Developing and implementing data-driven digital marketing strategies, including targeting, segmentation, and optimisation. Driver Analyster types can excel in this role due to their focus on measurable outcomes.



## Media Planner

Your analytical approach can be valuable when developing media plans, conducting market research, and selecting optimal media channels to reach target audiences effectively.



## Data Analyst

Working with large sets of data to extract meaningful insights and patterns, data analysts can contribute to the optimisation of advertising campaigns, evaluate their performance, and provide recommendations for improvement.



## Media Analyst

A role that involves analysing media trends, audience data, and market research to provide insights and inform strategic decisions for media organisations and advertisers. Your analytical nature and focus on results make you well-suited for this role.



## Advertising Researcher

Conducting market research, analysing consumer behaviour, and evaluating the effectiveness of advertising campaigns can align with the analytical nature of a Driver Analyster type.





## **Business Intelligence Analyst**

Extracting, analysing, and visualising data to provide insights and support decision-making processes within media and advertising organisations.



## **Marketing Operations Manager**

Overseeing marketing operations, data management, and automation to drive efficiency, improve analytics, and align marketing efforts with business goals.



## **Digital Marketing Analyst**

Responsible for analysing digital marketing campaigns, tracking key performance metrics, and providing data-driven insights to optimise marketing strategies and drive better results.



## **Performance Marketer**

Focusing on driving tangible results and optimising advertising campaigns based on data analysis. They utilize various marketing channels and platforms to achieve specific performance goals.



## **Advertising Operations Manager**

Overseeing the technical and operational aspects of advertising campaigns, including ad trafficking, tracking, and performance analysis. They ensure efficient campaign execution and leverage data to optimise results.

**MORE JOBS TO**

# Explore

**Driver Analysers** can also find success in the roles below; securing senior roles will require significant tenure, skills and experience.



## Data & Analytics

- Chief Data Officer
- Data Analyst
- Data Commercialisation Manager
- Data Engineer
- Data Insights Specialist
- Data Scientists
- Data Visualisation Specialist
- Database Administrators
- Database Architects



## Technology & Software

- App Developer
- Back-end Web Developer
- CRM Manager
- Database Administrator
- Full stack Developer
- HR Information Systems Specialist
- IT Administrator
- IT Helpdesk
- Network Administrator



## Engineering

- AI Engineer
- AV Production Manager
- Head of Technical
- Lighting Technical Director
- Outside Broadcast Manager
- Recording Engineer
- Sound Engineer
- Soundtrack Producer
- Studio Broadcast Engineer



## Management & Leadership

- Chief Data Officer
- Chief Executive Officer
- Chief Financial Officer
- Chief Operations Officer
- Chief People Officer
- Group Financial Analyst
- Growth Director
- Managing Director
- Project Manager



# ADVERTISING INDUSTRY CAREERS

[advertisingindustry.careers](https://advertisingindustry.careers)

**Disclaimer:** This report is based on your answers to the survey and is intended as general information about you and to help you choose a career. MyCareerMatch makes no guarantees about the accuracy of this report. For personal career counselling we recommend you speak with a careers guidance professional.

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