In light of a large literature on occupational sex segregation, advertising stands apart. Here, women hold less than a third of creative jobs—that is, jobs that add economic value through the generation of novel, useful outcomes—in spite of the fact that creative work is generally seen as emotionally expressive and “feminine.” I explain this empirical puzzle through an overlooked source of sex segregation: beliefs that circulate within occupations. Occupational beliefs determine which work tasks occupational members consider closest to their occupation’s core issues and these core jobs can be stereotyped as male, whether or not they are stereotyped in this way by larger society. By analyzing in-depth interviews (N=54) with advertising practitioners, I reveal how beliefs that circulate within advertising—specifically, the male-typed ideal of the emotional and independent creative person—inform individual decisions to stay in creative jobs or leave. Through the use of primary survey data (N=351), I demonstrate that identification with this internal ideal patterns sex segregation. I conclude that occupational beliefs can reproduce sex segregation by defining the tasks occupational members’ consider core as “men’s work.” Together, this study advances the argument that the social construction of work tasks as “masculine” or “feminine” can occur within specific occupational contexts.