



Comms Council Graduate Selection Programme 2023 Summary Page

Full name	Aimee Cornhill
Preferred name	
Pronouns	She/her/hers
Ethnicity	New Zealand European
University, Qualifications	bachelor of communications in marketing cocmmunications and media studies
Why do you want to get into advertising?	i feel advertising is the perfect way to use my technical and creative skillset to help connect people via products and services that may impact their life in a positive way
What is your Superpower	my superpower would be connecting with others anmd helping them feel comfortable!
Do you have a preferred role?	Creative/PR/Media
Do you have a preferred location e.g. Auckland or Wellington?	Wellington
Visa Status – Applicable to overseas students with work visas (and dates)	NA

Aimee Cornhill

Linkedin: <https://www.linkedin.com/in/aimee-cornhill-654362244>

Personal Statement

My enthusiasm for creative and digital marketing is deeply rooted in my upbringing. Originating from Whangarei, my frequent relocations across New Zealand have illuminated that my true passion lies in connecting people and ideas in the most imaginative ways possible. This realization propelled me towards a career in advertising. Recently completing my degree in Marketing Communications with a minor in Media Studies at Victoria University of Wellington, I've actively participated in diverse extracurricular activities beyond the classroom, including volunteering, rowing, and various creative arts-based pursuits. These experiences have not only enriched my personal growth but have also honed my skills in collaboration, adaptability, and creativity—qualities I believe are vital in the dynamic field of advertising. With a keen understanding of the power of storytelling and a drive to connect people and ideas, I am eager to contribute my passion and skills to dynamic and innovative marketing teams.

Proficient in data analysis tools such as Google Analytics and social media analytics platforms, I bring strong creative abilities encompassing graphic design, traditional art, video editing, and content creation. My familiarity with SEO strategies and digital marketing best practices enhances my ability to create impactful campaigns. Additionally, I possess excellent communication and presentation skills, complemented by proficiency in the Microsoft Office Suite (Word, Excel, PowerPoint). I am particularly drawn to opportunities that allow me to leverage these skills in crafting compelling visuals and narratives, resonating with diverse audiences and driving impactful digital marketing campaigns.

Qualifications and Education:

- Bachelor of Marketing Communications, minoring in media studies at **Te Herenga Waka (Victoria University)** (2021- November 2023)
- NCEA Level 1,2,3 with Merit endorsement from **St Peters Cambridge** and **Otumoetai College**.

Work Experience:

Marketing tutor / teachers assistant, **Te Herenga Waka Victoria University of Wellington** (January- July 2023)

In this role I successfully instructed MARK101 (Principles of Marketing) and MARK202 (Consumer Behavior), managing six tutorials weekly for both courses while concurrently handling my own coursework. I actively engage with lecturers and students, fostering effective communication. Additionally, my responsibilities encompass grading and marking assessments, showcasing my commitment to both teaching and academic administration.

Marketing Intern, **Executive Coach Firm** (2022-2023)

In this position I collaborated with an executive coach to craft and enhance her website, prioritizing an engaging user experience and optimizing for lead generation. My responsibilities extended to managing social media platforms, curating content to boost brand visibility, and fostering increased client engagement. Proficient in Photoshop, Canva, and other digital tools, I created compelling visuals for diverse online and offline marketing campaigns.

Sandwich artist, **Subway Lambton Square** (March 2022- November 2022, July 2023- present)

During my time at subway I contributed to a team-focused approach, delivering exceptional customer service and showcasing effective communication skills. Additionally, I gained expertise in prep-work and successfully completed online modules, earning a Subway University qualification.

Waitress, **Roxies Cantina Mount Maunganui** (November 2022, February 2023)

During my summer position at Roxies Cantina, I actively contributed to the vibrant and fast-paced atmosphere. As part of the team, I provided excellent customer service, showcasing effective communication and interpersonal skills. Additionally, I actively engaged with customers to enhance their overall enjoyment, contributing to the lively and welcoming ambiance of the establishment.

Marketing Content Creator, **Te Herenga Waka Victoria University of Wellington** (October 2021-November 2022)

In this role I aided in elevating the university's brand presence by developing and implementing effective content strategies across various social media platforms. My responsibilities included creating compelling multimedia content through photography, videography, and graphic design to attract and engage prospective students. Notably, I leveraged TikTok and Instagram to initiate successful viral campaigns, significantly enhancing brand awareness and contributing to increased student recruitment.

Sales and Customer Service Associate, **The Body Shop** (July 2021-February 2022)

In my time at The Body Shop Lambton Quay and Bayfair, I demonstrated exceptional product knowledge in my role, delivering personalized skincare recommendations that significantly boosted both sales and customer loyalty. Working collaboratively within a diverse team, I contributed to creating a positive and inclusive shopping environment. My effective communication and interpersonal skills were instrumental in building strong relationships with customers, ultimately driving high levels of customer satisfaction.

Volunteer work and other experience:

Victoria Mentorship programme (2023)

During the time I was involved in the VUW mentorship programme I worked with and shadowed Benjamin Johnson from **Werk Agency** through workshops and bi weekly meetings. I was privileged enough to participate in client projects and pitches, taking notes and contributing ideas. Through this experience I created relationships with the other colleague's, attended lunches and launch parties with them such as the VIP launch of willis lane.

Head of marketing for the Victoria Student volunteer Army (SVA) (2022-2023)

In this position I leverage photography and graphic design to engage fellow university students in volunteer events within our community, utilizing platforms like Instagram and Facebook, as well as advertising within the university. I actively aided in planning events and contributing within national conferences, establishing connections and maintaining communication with the head office to ensure effective coordination and representation of our initiatives.

Girl Guide Leader (February 2021- May 2023)

As a Girl Guide Leader, I led a dynamic team in organizing skill-building activities for a diverse group of girls. My role involved effective communication with parents, conflict resolution, and prioritizing the safety and well-being of participants. This experience honed my leadership and adaptability, fostering a positive and inclusive environment for the girls' personal development.

Other roles:

University Nationals Victoria University rowing women's champ team (2022)

Member of the Te Puni Resident Committee (2021)

Boarding school prefect at St Peters Cambridge (2019,2020)

References:

Alicia Sutton (Corporate training internship Boss): alicia@aliciajanesutton.com

Alexandra Lehman (President of wellington SVA): Alexandra.lehmanns@gmail.com
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