



## Comms Council Graduate Selection Programme 2023 Summary Page

Full name	Anastasiia Askiuta
Preferred name	
Pronouns	She/her/hers
Ethnicity	Other, e.g. Dutch, Japanese, Tokelauan
University, Qualifications	Bachelor of Architecture and Future Environments at Auckland University of Technology
Why do you want to get into advertising?	I am drawn to the world of advertising because it offers the perfect canvas for my diverse creative talents and professional experiences. My journey as a Marketing Executive and Digital Creator has ignited a deep passion for crafting compelling stories and engaging content, skills that are at the core of effective advertising. Moreover, my academic background in architecture has honed my problem-solving abilities, making the dynamic challenges in advertising an exciting prospect. Advertising is not just a career path; it's a canvas for my creativity, a platform to make a meaningful impact, and a space where my passion for innovation and collaboration can thrive.
What is your Superpower	As an extroverted creative, I thrive on collaboration and am driven by the energy of working with talented and like-minded professionals. My ease in connecting with others and creating a harmonious working environment is where my superpower truly shines. I excel in managing conflicts, facilitating open communication, and ensuring that all voices are heard and valued.
Do you have a preferred role?	PR but I am open to try anything
Do you have a preferred location e.g. Auckland or Wellington?	Auckland Central
Visa Status – Applicable to overseas students with work visas (and dates)	NA

# Anastasiia Aksiuta

Passionate **Marketing Executive and Digital Creator** with a diverse skill set in brand strategy, content creation, and social media. Proven track record of pushing digital content boundaries through embracing emerging technologies and trends. Strong academic background in **Architecture and Future Environments**, combined with hands-on experience in the **Construction and Property Development** Industries.

## EDUCATION

### **AUT, Auckland City — Architecture and Future Environments**

February 2021 - Current

Currently attending third year of a Bachelor's Degree studying Architecture and Future Environments

### **Hobsonville Point Secondary — NCEA level 3, Merit Endorsement**

November 2020

Received an NCEA level 3 certificate with a Merit Endorsement, also Endorsed in Fine Art, English, and Photography

## WORK EXPERIENCE

### **Precise Homes, Auckland CBD — Marketing and Sales Executive**

June 2023 - Ongoing

Digital Marketing Content Creation, predominantly short form video content, newsletters and static posts.  
CRM management. Maintaining customer data accurately in the CRM system.  
Social Media Management (Instagram, Facebook and LinkedIn).

### **Auckland Council, Auckland CBD — Building Consent Intern**

November 2022 - March 2023

Lodged Building Consent Applications through the Councils process  
Attended training as part of the Internship program  
Assisted as part of the Emergency Response Squad in the 2023 Cyclone Gabrielle

### **BodyCare Management, Auckland Region — Covid Testing Marshall**

December 2021 - July 2022

Set up, cleaned, and managed multiple COVID testing sites all over Auckland  
Performed rapid antigen COVID tests on various clientele  
Trained BodyCare staff and maintained professional relationships between the clientele

### **Chemist Warehouse, Westgate — Pharmacy Assistant**

March 2019 - March 2021

Maintained high level product knowledge  
Attended regular staff training in order to support retail sales

## [LinkedIn Profile](#)

## EXTRACURRICULARS / INTERESTS

**Self employed User-Generated Content Creator/Social Media Content Creator**

**Featured extra on an Amazon Prime series (under NDA, April 2021-August 2021)**

**Background extra for various big screen projects (Netflix, Amazon Prime, etc.)**

**Modeling experience in various environments (commercial)**

**Baby sitter / Nanny / Tutor for children 2-13 years old (2016-Present)**

**Painting tutor for a primary school (May 2018-December 2018)**

**Radio host on FreeFM for project involvement**

**Various community theatre involvement**

## SKILLS

**Multilingual (fluent in Russian, Ukrainian, English, some German, and French)**

**Good social skills**

**Skilled in working in front of a camera**

**Proficient with Adobe Software and the programs of Microsoft**

**Video editing skills**

**Critical thinking and problem-solving**

**Leadership**

**Great team player**

## REFERENCES

**Rebecca Corbett - Auckland Council**  
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**Kaitlyn Tyler - Altura Shift Manager**  
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