



Comms Council Graduate Selection Programme 2023 Summary Page

Full name	Brita Barton
Preferred name	
Pronouns	She/her/hers
Ethnicity	New Zealand European
University, Qualifications	Bachelor of Commerce, major in Marketing and minor in Communications (University of Otago).
Why do you want to get into advertising?	I want to use my creativity, problem solving and communication skills in a collaborative team to create meaningful messages that create an impact with individuals, public opinion, consumer behaviour, and make a meaningful difference in society.
What is your Superpower	I am a people pleaser. A lot of people think this is a negative thing, however I believe it is my superpower. I work very hard to make sure everyone is happy and believe this can benefit me in a workplace.
Do you have a preferred role?	Account manager, 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

BRITA BARTON

I am determined for a meaningful career in advertising, marketing and media. A team environment is something I thrive in and I hope to collaborate with others and contribute to a successful team. In the future, I hope to work in advertising, digital marketing, creative marketing, public relations and media related roles. I am eager to contribute my skills, creativity and enthusiasm to a dynamic marketing team and embark on new and exciting marketing adventures.

EDUCATION HISTORY



University of Otago
Bachelor of Commerce
Major in Marketing with a Minor in Communications

2021 - 2023

- University of Otago Commerce Association (2023)
- Otago Business School Employability Program (2023)



Otago Girls High School
High School Qualification

2016 - 2020

- NCEA Level 1 endorsed with excellence.
 - NCEA Level 2 and 3 endorsed with merit.
 - Distinction in Year 13 Geography and Commendations for Media Studies and Business Studies.
 - 2020 Otago Girls and Otago Boys Jazz Band coordinator.
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CONTACT ME:



[LinkedIn Profile](#)

WORK EXPERIENCE



AG Consulting, Meltwater
Media Analyst (Part-time)

November 2022 - present

- Using Meltwater software to analyse media channels in the curation of daily newsletters for Australian clients.
- Adhering to client requirements and satisfaction levels by monitoring and summarising media.
- Strong understanding of the Australian and New Zealand media landscapes and intelligence.



Awanui Health, Southern Community Laboratories
Laboratory Processing Technician (Part-time)

October 2021 - present

- Processing samples for testing.
- Inputting data into the database.
- Working in a high pressure environment.



Various hospitality and retail work

Hospitality & Retail (Casual)

February 2017 - April 2023

- Catalyst Kitchen (November 2022 - April 2023)
- Crusty Corner (October 2020- July 2021)
- Dominos South Dunedin (October 2019- April 2021)

VOLUNTEER WORK EXPERIENCE



Veterinarians for Animal Welfare Aotearoa (VAWA)

Marketing and Media Assistant (Volunteering casual)

April 2023 - present

- Running social media channels for the organisation
- Creating social media tiles on Canva

AWARDS AND LEADERSHIP

Mimic Pro - Digital Marketing Simternship Certification

2023

Role specific training in a challenging hands-on environment to effectively create, optimize and manage campaigns and digital marketing advertisements.

Duke of Edinburgh - Silver Award

2019

Development and regular progress of physical recreation (dance), skill (piano), voluntary service (Dunedin Public Libraries) and an adventurous journey (Kepler Track).

Spirit of Adventure - 10 day voyage

2018

Sponsored by Otago Girls High School to embark on an empowering and life-changing voyage with people from all over New Zealand. Cultivating my courage, leadership and resilience skills.

SKILLS

- Professional work ethic
- High attention to detail
- Creative and curious mind
- Successful outcomes in collaborative environments
- Amicable, eager to learn personality
- Creation of impactful media content
- Confident using; Canva, Wordpress, and Sendinblue
- Completion of Cyber Security Training

REFEREES

Available on request.