



## Comms Council Graduate Selection Programme 2023 Summary Page

Full name	Cecilia Gardner
Preferred name	Cece
Pronouns	She/her/hers
Ethnicity	New Zealand European
University, Qualifications	Bachelor of Commerce, Majoring in Economics and Marketing
Why do you want to get into advertising?	<p>I have always had a passion for great content and story telling. In particular brands who can sell a story more than just a product or a service. However, in all honesty it was not until earlier this year that I discovered more of a passion for the advertising industry. I was lucky enough to speak to some people within the industry who kindly gave me more of an insight and helped build my passion. Through my digital marketing, strategic marketing and creative marketing communications paper, this new passion grew as I was able to develop strategies and create some digital and creative content. Beyond this, I've always appreciated a good ad and have often found myself forgetting to skip because I simply forgot I was watching an ad in the first place. I want to be a part of that. I love working with people and combining creativity with my more analytical side as well. I think advertising would be an amazing experience and I cannot wait to get my foot in the door.</p>
What is your Superpower	<p>My super power is my empathy. My ability to the time to actively listen and appreciate someone else's story. I perceive myself as quite an open minded person who is willing to hear and understand different perspectives even if I don't inherently agree or fully understand. But taking the time to learn more and understand is fun for me. I love people and I love talking to people and learning their story. I feel like my empathy comes from a place of taking the time to understand and genuinely wanting to and I think this shows in my relationships with my friends and whanau and others in my life as well. I honestly think I just am such a people person and my ability to empathise when necessary is a superpower.</p>
Do you have a preferred role?	<p>I am open to other areas but through the A.C.E quiz, it seems I am best suited to an Account executive. Through reading the role description I also believe this would be a good fit.</p>
Do you have a preferred location e.g. Auckland or Wellington?	Auckland



CECILIA GARDNER.

# CECILIA GARDNER

<https://www.linkedin.com/in/cecilia-gardner>

## PROFILE

As an up and coming graduate I have many passions I am excited to dive into further. I have always loved working as part of a team and working with customers or in the background. I have great communication skills and am a hardworking and dedicated individual. I am largely interested in marketing and economics and have continued these passions through my studies at the University of Otago. Building customer relationships, branding, Digital marketing and marketing products and services to customers has always fascinated me. As well as finding ways to create solutions and effectively problem solve. I love to be creative yet analytical. I look forward to being able to see these passions through to fruition in the future.

## ➤ EDUCATION

### University of Otago

Bachelor of Commerce, Majoring in Economics and marketing in progress

2021-2023 (graduating as of Nov 2023)

### Mount Aspiring College

NCEA level 1, 2 and 3 Merit Endorsed

Subjects including, Statistics, Drama, English, Business and Economics

## ➤ JOB EXPERIENCE

### Private Marketing tutor:

September 2023- present.

I currently tutor a 2nd year Otago University student in his Mart211 (products to market) paper. This involves facilitating sessions and preparation behind the scenes.

### Smiths City Wanaka- Sales consultant

November 2021- Present

My Job consisted of selling an array of smith city products, organising deliveries and creating loyal professional customer relationships.

### Urban Grind Eatery and bar - Front of house

August 2020- April 2021

Front of house position, working in the cabinet and till. I worked casual shifts on weekends and holidays during the school year and on a regular basis throughout the summer.

### Dance Wanaka- Dance (Jazz and Contemporary) Teacher

July 2018 - December 2020

I am a qualified Jazz teacher under the APDA syllabus and managed and taught 4 different classes on a weekly basis from 2018 -2020

### Night n Day Wanaka- Customer service/ Shop assistant

November 2018 - February 2019- Summer job

## ➤ SKILLS

**Stukent: Mimic Pro- Digital marketing simternship certificate:**

**In which involved:**

- Strategically selecting, prioritizing, and optimizing keywords
- Interpreting vanity metrics (impressions and clicks) when evaluating the value of a campaign
- Effectively allocating a budget to maximize profits
- Optimizing landing pages
- Utilizing digital tools and tactics to improve campaign performance
- Effectively organizing, creating, and optimizing search, display (interest-based, remarketing), and shopping ads
- Calculating and using KPIs, including ROI, and knowing when to prioritize these metrics
- Performing A/B testing to identify the best Approach for retargeting.

**Sufficient knowledge of social media platforms:** including: TikTok, Instagram, Snapchat, Facebook and LinkedIn.

**Great communication skills.**

**Some basic knowledge of video and content editing and production.**

## REFERENCES:

➤ David Knight- Smiths City Wanaka  
Manager of Wanaka Branch  
027 300 3030

➤ Anna Thomas- Dance Wanaka  
owner and manager  
021 575 569  
[anna@dancewanaka.co.nz](mailto:anna@dancewanaka.co.nz)

## ➤ AWARDS:

- 2020 Highest Achiever in Business studies at Mount Aspiring College
- Recipient of the Otago CETA commerce Award Mount Aspiring College- 2020
- Winner of Entrepreneurs in Action, national business/ problem solving Competition- 2020
- Recipient of the Mount Aspiring College Thomson Award for Dance 2019 and 2020
- Recipient of the Dance Wanaka Hutton Trophy for dedication to dance- 2020
- Recipient of the Dance Wanaka Thomas Trophy for Highest marks in Advanced jazz Examinations- 2019

## ➤ LEADERSHIP POSITIONS:

- Merchandise and sponsorship director for the Otago Dance association 2023.
- Stage Manager for 2023 Otago Dance Association production.
- Head Chairperson of the Cultural Committee/ Cultural prefect- Mount Aspiring College (2020)
- Cultural representative on the 2020 student Executive Committee- Mount Aspiring College (2020)
- Head Choreographer of the Mount Aspiring College Musical of FAME- Mount Aspiring College 2020