



Comms Council Graduate Selection Programme 2023 Summary Page

Full name	Clara Simmons
Preferred name	
Pronouns	She/her/hers
Ethnicity	New Zealand European
University, Qualifications	University of Otago Bachelor of Commerce & Science: Majoring in Marketing & Human Nutrition.
Why do you want to get into advertising?	<p>I loved my marketing degree</p> <ul style="list-style-type: none">- I am very creative, extremely personable and thrive in a team, which seems like is required in Advertising- I really enjoyed working under Samsung this year and would love to experience the process of helping companies better their market share and sales- I would love to facilitate companies with bringing products to market and advertising them in a successful manner- I would also love to work across a variety of industries, and advertising seems like an enjoyable segway from Uni to work life!
What is your Superpower	The ability to bring people from all walks of life together
Do you have a preferred role?	Account Executive
Do you have a preferred location e.g. Auckland or Wellington?	Auckland
Visa Status – Applicable to overseas students with work visas (and dates)	NA

| PERSONAL STATEMENT

I am Clara, a bubbly, hard working, and diligent 4th year student at the University of Otago. I am in my final year of university studying a Bachelor of Commerce and Science majoring in Marketing and Human Nutrition. I am passionate about creating relationships, connections, and take grasp of every opportunity that comes my way. I have always been involved in team sports and leadership roles throughout school to University. My previous jobs have taught me about diversity, time-management, monetary skills, people skills and patience. I don't yet have a clear idea of where I want my life to take me, so am looking to gain experience in many different fields across the marketing, advertising, sales and/ or health industry.

| EDUCATION

University of Otago

Dunedin • 2020 - 2023

- Bachelor of Commerce & Science: Majoring in Marketing & Human Nutrition.

University of Otago New Frontiers Excellence Entrance Scholarship | 2020

Kristin College

Auckland, Albany • 2013 - 2019

- NCEA levels 1, 2 and 3 achieved with Excellence Endorsed.

| SKILLS

- High EQ with ability to make people feel at ease
- Empathetic listener
- Very positive energy and good people skills
- Strong team player
- Organised, self-motivated and very determined
- Good communicator verbally and in writing
- High levels of initiative
- Calm under pressure

| WORK HISTORY

Cookie Time Christmas Cookies - Auckland North, Regional Manager

Christchurch, Canterbury • 08/2023 - Current

- Managing my own team of 13 sellers. I am their first port of call for all queries regarding their own sales journey.
- One of the nine backbones of the entire Christmas Cookies campaign. I focus on organising the logistics, keeping up with the sellers individual reports, and running the social media visibility.

The Dumpling Lady Food Truck- Food Server

Otago, Dunedin • 03/2022 - 10/2023

- Greeted customers, answered menu questions and responded to complaints in a face-paced environment.
- Identified appropriate marketing channels and target customers for campaigns.
- Managed marketing campaigns to cultivate brand awareness and drive online/foot traffic.

Cookie Time Christmas Cookie Seller - Sales Representative

Auckland, Takapuna • 11/2022 - 12/2022

- Awarded the 'Cookie Time Ultimate Seller and Spirit award' for being the chosen seller, out of 103 other sellers, with the best spirit, positive attitude, customer interaction and feedback throughout the campaign.
- 7th place in the country, in my rookie year, out of 103 other sellers.
- Ran my own business covering sales, admin, monetary management, stock control and deliveries.

| WORK HISTORY CONT.

Regatta Bar And Eatery - Waitress

Auckland, Takapuna • 11/2020 - 01/2022

- Performed efficiently under pressure daily, and with patience and speed by night helping the bar/ kitchen
- Greeted new customers, discussed specials, and took food / drink orders.
- Displayed enthusiasm and promoted excellent service to customers, successfully increasing referrals, and walk-in business.
- Required professionalism, structure and efficiency.

Swimsation - Swim coach

Otago, Dunedin • 11/2020 - 07/2021

- Taught water safety / swimming to people aged from a range of 3 – 60 years old.
- Requires patience, strength, confidence, health and safety knowledge and a positive attitude.
- Demonstrated all swimming strokes and observed carefully to correct technique and form.
- Communicated clearly and positively with parents to ensure expectations were met and exceeded.

| QUALIFICATIONS

- Class Student Representative | Human Nutrition Paper 2021| Marketing Paper 2022 & 2023
- Red Cross: Level 1 First Aid Certificate | 2021
- New Zealand surf lifesaving, Bronze Medallion | 2020
- Coffee Training Certificate | 2020

| ACCOMPLISHMENTS

- Worked alongside Samsung New Zealand on an IMC campaign through Otago University | 2023
- Investment Committee Member at The Momentum Programme | 2023
- University of Otago New Frontiers Excellence Entrance Scholarship | 2020
- New Zealand Water Polo Representative squad | 2018-2019
- Otago University Club Netball Premier A team | 2020- 2021
- Kristin College; House Captain 2019, Coach of the Year Trophy 2019, Excellence Cup for Outdoor Education 2019
- Kristin College Netball Premier team | 2016- 2019 | Captain 2019 | Netball Secondary School 3rd place 2018
- Kristin College Water Polo Premier team | 2016- 2019 | Co-Captain 2019 |3rd place at Nationals 2019

| REFERENCES

Associate Professor Kirsten Robertson | Head of the Marketing Department at Otago University | kirsten.robertson@otago.ac.nz

Florence Forrester | Christmas Cookies Campaign Manager | 03 349 6161 | flo.forrester@cookietime.co.nz

Catherine Page | Boss at The Dumpling Lady | 0274436148