



Comms Council Graduate Selection Programme 2023 Summary Page

Full name	Coco Scott-Howman
Preferred name	
Pronouns	She/her/hers
Ethnicity	New Zealand European, Māori
University, Qualifications	Bachelors of Commerce - Marketing and Economics
Why do you want to get into advertising?	Growing up, I've been surrounded by the Advertising industry. My Uncle worked along side Adidas as a Creative Director, and since I saw what he did - I was hooked. I've always been a creative kid, making iMovies, TikToks, edits, designs, photoshop - anything really. At University, I'm working with a residential hall (Salmond College) and have assisted in their Marketing Strategy as well as making Social Media content for them to use in 2024. The whole journey I've been on with assisting Salmond College has been one that I've enjoyed so much, the advertising for Salmond is something that came naturally to me and spending hours on end working on this project has made me want to do this as a career.
What is your Superpower	My Superpower is a question that I've been tossing up with - however I believe that it's that I am adaptable and cool under pressure. In my past projects, personal life and work experiences I've been through a lot of change and pressure and I always am organised for the next step or other possibilities that may arise. My economics lecturer had always joked saying that I am Utilitarian at heart, using all resources available and always adapting. In my projects, I will always put my whole heart and effort into it, however bumps in the road is something I'm familiar with and with all my resources available, I believe that I can overcome challenges and stay extremely calm.
Do you have a preferred role?	Media, Social Media, Copywriter
Do you have a preferred location e.g. Auckland or Wellington?	Auckland, Wellington, or Christchurch
Visa Status - Applicable to overseas students with work visas (and dates)	NA

COCO SCOTT- HOWMAN

Marketing and Economics Student

Kia ora, ko Coco Scott-Howman taku ingoa. I am a third year student studying a Bachelor's of Commerce Marketing & Economics.

I am passionate about current event, I particularly excel on a pathway in current events, and applying my skills in problem solving and analysis in a real world situation.

I am excited to embark on a path where I can use both my life skills and education in Marketing in Economics and put them into a job, and continue to learn .



EXPERIENCE

2022 - 2023

Nike

Retail Sales Assistant - Christmas Causal

- I learnt many retail communication skills as well as experience with POS, tagging and untagging and many more skills with being a retail sales assistant. I loved working to help achieve a team budget - but I was personally on track with my own budget, helping the sales boost for the store.

2020 - 2021

Pump Dance Studios

Dance Choreographer/Instructor

- My passion for dance was naturally transferred over to teaching a competitive team of juniors. This required organisation, leadership, creativity and teamwork. I was lucky enough to lead this team through competitions and test my creative skills with dance creation and dance story ideas.

EDUCATION

2021 - 2023

University of Otago

- Bachelor Degree of Marketing & Economics (minor)

2016-2020

Wellington Girls' College

- Excellence in NCEA level 1,2,3
- Te taku Rokura - academic effort and contribution to the school (2019 and 2020)

EXPERIENCE

2019-2022

Jo's Bakery
Cafe Assistant

- I worked part-time for Jo's Bakery (Brooklyn) in my last two years of high school, in the Summer of 2022 and whenever I can help during the University holidays. My duties included front of house service and food preparation. I enjoyed working in a team environment, meeting a variety of people, and building relationships with our regular clientele.

OPPORTUNITIES

2023 - current

Business Project for Salmond College
(MART355 FY paper)

- In 2023, I was fortunate enough to be selected into an invite only Business Project paper. Here we work in teams, gaining real world experience working for a company in Otago. I selected to create a business proposal with the issue of social well-being and interconnectedness in Salmond College being the focus of the project. This has been a great experience so far, getting real-world experience, and extending my marketing and teamwork skills to the next level. This paper only selects the highest achieving students and I am really grateful to have this opportunity.

CONTACT



4 Sefton Street, Wadestown,
Wellington, 6012

ACHIEVEMENTS

- One of the top graded students in MART201 in 2022
- Class Rep for MART329
- Heritage and Culture Prefect at Wellington Girls' College
- Full Drivers' License

SKILLS

- Digital Marketing
- Intergrated Marketing Communications
- Economics expertise and Mathematic ability
- Computer Skills (i.e. Adobe and Microsoft experience)
- Abilities to collaborate in a team
- Sales and Marketing Strategy
- Works well under pressure

REFERENCES



Libby George, Director of Pump
Dance Studios
+64 27 437 3508



Jo McNaught, Owner of
Jo's Bakery
+64 21 739 101



Jordy Moore, Manager at Nike Lambton
Quay
+64 4 576 4829