




Comms Council Graduate Selection Programme 2023 Summary Page

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| Full name | Ellie Nicholson |
| Preferred name | |
| Pronouns | She/her |
| Ethnicity | New Zealand European Māori |
| University, Qualifications | Bachelor of Arts Major Communication Studies, Minor Marketing |
| Why do you want to get into advertising? | <p>The fast-paced nature of the advertising industry is also something I thrive in. The constant evolution of technology and media channels means there's always something new to learn and adapt to. This ever-changing environment keeps me motivated and excited about coming to work every day. In addition to this, I appreciate the collaborative aspect of advertising. Building successful advertising campaigns often requires teamwork, involving individuals with diverse skills and expertise, from creative designers and copywriters to data analysts and marketing strategists. I enjoy the idea of working alongside talented professionals to bring a campaign to life.</p> <p>At university, I focused on film. I'm fascinated by the way that cinema incorporates so many different forms of creativity, and the fact it's a way of telling stories that otherwise might be left untold. While studying, I worked in cafes. I loved building relationships with customers, learning about what makes people tick and observing the rhythm of their days. When I got to the end of uni, I realised that I wanted to work in an industry that combined these two things: storytelling and people. I reckon that good advertising is art that exists in the everyday world, whereas film and poetry and music often have to be actively sought out. Advertising is art that interacts with people. I think it's so cool that campaigns are based on insights based on people, and that these campaigns then feed right back into the world and interact with people all over again. I love that advertising is inherently collaborative. There's nothing better than growing a relationship in a team or with a client, based on shared vision, empathy and the delivery of a beautiful product (for me, that's always looked like a great coffee or a valuable insight presentation).</p> <p>I want to learn from the incredible talent currently working in the industry. I want to know that I'm part of a team who are putting something special into the world. I would love nothing more than to be offered a doorway into the world of advertising.</p> |

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| <p>What is your Superpower</p> | <p>My superpower is my ability to connect with others and build meaningful relationships. Throughout my life, I have been placed in situations where I have had to leverage this skill to forge strong connections and create deep, valuable relationships with people a diverse range of people. This superpower enables me to create bonds, develop trust, and navigate social interactions with ease, I believe this makes me a valuable asset in both personal and professional settings. My knack for building connections has led to many positive outcomes, collaborations, and support from those around me.</p> |
| <p>Do you have a preferred role?</p> | <p>1. Account Management 2. PR/Experiential</p> |
| <p>Do you have a preferred location e.g. Auckland or Wellington?</p> | <p>Auckland</p> |
| <p>Visa Status – Applicable to overseas students with work visas (and dates)</p> | <p>NA</p> |

ELLIE NICHOLSON

 027-369-1262

LinkedIn:

[https://www.linkedin.com /
in/ellie-nicholson-a35674](https://www.linkedin.com/in/ellie-nicholson-a35674)

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PROFESSIONAL SUMMARY

Through my studies, I have gained a deep understanding of the role that effective communication plays in building relationships and driving business success. From creating various brand messages to developing targeted marketing campaigns, I have developed skills in creating messages that resonate with audiences, and make meaningful impacts. As I enter the job market, I am excited to bring my passion for communications and marketing to a dynamic and fast-paced environment and apply my skills and knowledge to a role that will challenge me and allow me to continue growing as a professional. I am particularly interested in positions that allow me to work with a diverse range of clients and industries. I am eager to collaborate with creative teams, work with data-driven insights, and help businesses grow. I believe that my strong creative thinking skills, and excellent written and verbal communication skills make me a strong candidate for a career in marketing and communications. I look forward to contributing to the success of an organisation and making a positive impact on the world as a whole.

SKILLS

- Effective Customer Communication
- Problem Solving
- Time Management
- Product Research
- Critical Thinking
- Dependable and Cooperative
- Team Contribution
- Cooperative Attitude
- Effective Communicator
- Critical Writing
- Great Communication Skills - Both Verbal and Written
- Customer Service
- Adaptable

VOLUNTEERING

SPCA- Animal Care Assistant
Dunedin, Otago • 11/07/2023 - 24/10/2023

Hamilton Zoo Tree Planting
Hamilton, Waikato • 28/09/2020

Habitat For Humanity
Hamilton, Waikato • 07/08/2019

EDUCATION

University of Otago
Dunedin, NZ • 11/2023

Bachelor of Arts: Major Communication Studies, Minor Marketing

University of Otago Class Representative
Semester 1 2022: MART210 and MFCO103
Semester 1 2023: MAORI102

Scholarship
2023 Māori Education Trust Undergraduate Scholarship

Waikato Diocesan School For Girls
Hamilton, NZ • 12/2020

- NCEA Endorsed with Merit in Level 1,2 and 3
- Member of Student Council
- Captain of Premiere Basketball team

CERTIFICATIONS

Foundation Marketing Skills
University of Canterbury (2023)

WORK EXPERIENCE

KFC- Restaurant Brands Ltd NZ - Marketing Intern
Auckland • 10/2023 - Current

I am currently working as a Marketing Intern at KFC for 8 weeks. A few of my responsibilities include:

- Actively involved in the development of a KFC app improvement plan.
- Creating and sending email direct marketing campaigns.
- Creating briefs and ensuring of clear communication and alignment of goals among cross-functional teams.
- Attending meetings with KFC's marketing agencies to gain insights into campaign strategies and creative work.

Patti's And Cream Diner - Front of House

Dunedin, OTA • 02/2023 - 10/2023

- Managed day-to-day FOH operations to drive quality, standards, and meet customer expectations.
- Took orders and served food and drinks.
- Opened and closed the shop independently.

Cookie Time - Christmas Cookie Time Seller

Hamilton, Waikato • 10/2022 - 12/2022

I ran my own business selling Christmas Cookie Time buckets in the eight weeks leading up to Christmas. My responsibilities included:

- Managed all aspects of the business, including sales methods, social media marketing, stock inventory, financial calculations, and cash handling.
- Proficiently responded to emails, scheduled appointments, and efficiently handled customer inquiries and orders from various organisations.
- Ensured timely and accurate delivery of orders to customers.

The In Group - Brand Ambassador

Dunedin, Otago • 01/2022 - 12/2022

- Increased brand awareness through event marketing, demonstrations, sales and brand promotion.
- Communicated product information with confidence and educated consumers about company.
- Engaged, educated and befriended customers to deliver amazing shopping experience.

Annton Plant Nursery LTD - Plant Nursery Worker

Tamahere, Waikato • 11/2021 - 02/2022

- Preserved accurate temperature levels within greenhouse to promote plant health.
- Dug, raked and screened soil to prepare hot beds for planting.
- Propagated plants.

New World Morrinsville - Checkout Operator

Morrinsville, Waikato • 08/2019 - 02/2021

- Helped customers complete purchases, locate items, and join reward programs.
- Worked closely with shift manager to solve problems and handle customer concerns.
- Operated and closed out drawers with high accuracy to maintain balanced registers.

REFERENCES

Available upon request.

