



## Comms Council Graduate Selection Programme 2023 Summary Page

Full name	Freya Champion
Preferred name	
Pronouns	She/her/hers
Ethnicity	New Zealand European
University, Qualifications	Victoria University of Wellington: Bachelor of Commerce Majoring in Marketing and International Business, Bachelor of Arts Majoring in Political Science with a Minor in French. ESDES School of Business (Université Catholique de Lyon), Business Courses in English Program
Why do you want to get into advertising?	I want to work in advertising because I think it's ever evolving and changing, and that excites me. Trying to reach people through advertising, working on relationships between clients and agencies, managing budgets etc, there's a lot of diversity within advertising and then within the roles in advertising, and I like the idea of doing different things within my work day.
What is your Superpower	For me it's always been strategy! I love being presented with a problem and strategizing how to overcome it, both in and outside of work. For example, I loved strategy based courses in university, but I also love puzzles and TRPG.
Do you have a preferred role?	PR/Experimental or Account Management! Although, I'm open to all the roles.
Do you have a preferred location e.g. Auckland or Wellington?	1. Wellington 2. Auckland 3. Christchurch
Visa Status – Applicable to overseas students with work visas (and dates)	NA

# Freya Champion

## Curriculum Vitae

### CONTACT DETAILS

#### LinkedIn

[www.linkedin.com/in/freya-champion-b230a2287](https://www.linkedin.com/in/freya-champion-b230a2287)

### PERSONAL STATEMENT

Dynamic and enthusiastic graduate with a diverse background in Marketing, International Business, Political Science, and French. I'm on a journey to leverage my unique skill set to make a meaningful impact on the global stage. I aspire to work at the intersection of these fields, where marketing meets international business and political science. I'm driven to promote sustainable and ethical business practices on a global scale. Whether it's crafting impactful marketing campaigns, analysing international trade policies, or advocating for positive change, I'm ready to make a difference.

### EDUCATION

#### Victoria University of Wellington

Bachelor of Commerce, Majors in Marketing and International Business (February 2020 – October 2023).

Bachelor of Arts, Major in Political Science, Minor in French (February 2020 – October 2023).

Completed the Wellington International Leadership Program (June 2022 to October 2023), which enhanced my intercultural competence and ability to engage with global issues.

#### UCLY

ESDES Business School in Lyon, France, where I graduated the Business Courses in English program (January 2023 – June 2023).

### SKILLS

- Analytical/Critical Thinker: This skill has been developed throughout my studies, where I had to approach problems/projects with a critical perspective, analyzing a variety of potential solutions before explaining the best one.
- Hardworking: I have returned to work as a Barista at my previous job every summer, where they rehired me due to my commitment and work ethic.
- Effective Communicator: I have an excellent understanding of communication across different academic, cultural, and social backgrounds, and am able to use this skill to avoid the opportunity for conflict.
- Team player: I have been involved with many group projects and sports teams during my time at university, which taught me great teamwork skills.
- Strategy Formulation: Ability to create strategies that increase organizational capabilities. I have completed many strategic plans for organisations throughout my degree.
- Openminded: Willing and curious to learn new skills.
- Capable: Proficient in Microsoft Suite

## WORK HISTORY

**McDonald's Merivale**, Part-Time Barista (November 2018 – December 2022)

**Forever New Clothing**, Part-Time Sales Assistant (June 2022 – October 2022)

**Ris'tretto Café**, Part-Time Café Assistant (June 2017 – December 2017)

## REFEREES

**Name: Mr. Gaurang Patel**

Position: Head Manager at McDonald's Merivale

Company: McDonald's

Address: 217 Papanui Road, Merivale

CHRISTCHURCH 8014

Phone: 03 355 7643

**Name: Mrs. Lorraine Warner**

Position: Registered Nurse

Company: Southern Cross

Address: 281A Innes Road

CHRISTCHURCH 8052

Email: warnerlorraine@ymail.com

Phone: 021 223 2777