



## Comms Council Graduate Selection Programme 2023 Summary Page

Full name	Karma Gyeltshen
Preferred name	
Pronouns	None (just use my name)
Ethnicity	New Zealand European, Other, e.g. Dutch, Japanese, Tokelauan
University, Qualifications	University Of Otago Bachelor of Commerce: Majoring in Marketing, Minor in Management Master Of Marketing: Will be completed in February 2024
Why do you want to get into advertising?	<p>I am passionate about pursuing a career in advertising because it perfectly aligns with my intrinsic love for problem-solving and storytelling. Throughout my life, I've discovered that I thrive in situations where creative solutions are required, and advertising, with its constant challenges, provides the perfect platform for this aspect of my personality. I have always found joy in weaving narratives and expressing ideas, and the dynamic nature of advertising allows me to channel my enthusiasm for storytelling and communication. Collaborative environments have always energized me, and the prospect of working with others, sharing ideas, and collectively creating something innovative deeply resonates with me. I see myself as inherently creative, and the advertising industry offers the ideal canvas to leverage and enhance this creativity. The idea of having variety in my work has always appealed to me, and in advertising, I envision a field where each project brings a fresh set of challenges and opportunities. As someone who naturally takes on the role of a planner in group settings, I find both enjoyment and success in organizing and strategizing, skills that I believe would be valuable in the dynamic world of advertising. In essence, advertising represents the perfect intersection of my creative nature, love for problem-solving, collaborative spirit, and desire for variety in my professional endeavours.</p>
What is your Superpower	<p>Creativity: My superpower lies in my innate ability to think beyond the conventional and generate abstract, out-of-the-box ideas. I thrive in conceptual spaces, consistently pushing the boundaries of creativity to deliver solutions that stand out. Whether faced with a marketing challenge, a design project, or a strategic planning session, I approach each task with a mindset that seeks alternative perspectives. This enables me to conceptualize ideas that are not only unique but also possess the potential to leave a lasting impact. I find inspiration in unconventional places and draw</p>

	<p>connections between seemingly unrelated concepts, allowing me to bring a fresh and innovative approach to every project. This capability not only fuels my creativity but also contributes to problem-solving by introducing perspectives that may not be immediately apparent. By embracing abstract thinking, I aim to bring a distinctive flair to my work, ensuring that every project I undertake is marked by originality and creativity that captures attention and resonates with the audience.</p>
Do you have a preferred role?	Media Buyer/Planner is my preferred roles however I am definitely open to others.
Do you have a preferred location e.g. Auckland or Wellington?	Auckland
Visa Status – Applicable to overseas students with work visas (and dates)	NA

# KARMA GYELTSHEN

 <https://www.linkedin.com/in/karma-gyeltshen-87541721a/>

## PERSONAL STATEMENT

As a current Master's in Marketing student, I've gained valuable insights into contemporary marketing practices and industry trends through dynamic coursework. The academic environment has not only enhanced my theoretical understanding but also provided practical insights via hands-on projects. Additionally, diverse extracurricular activities and professional experiences have contributed to a well-rounded skill set, fostering leadership, teamwork, and adaptability. I am eager to leverage these insights and exposure and look forward to driving impactful marketing initiatives in my graduate journey.

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## EDUCATION

### MASTER OF MARKETING

University of Otago | 2023 - February 2024

### BACHELOR OF COMMERCE

Major In Marketing, Minor in Management

University of Otago | 2020 - 2022

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## ACCOMPLISHMENTS

### UNIVERSITY OF OTAGO 150TH ENTRANCE SCHOLARSHIP

This scholarship provides for students who have demonstrated academic ability and who can show significant financial need or have life circumstances that present barriers to studying at university

### HEAD BOY

Served as Head Boy at Geraldine High School in 2019, honing leadership and organisational skills.

### CHINA NEW ZEALAND YOUTH LEADERSHIP SUMMIT

Participated in the China New Zealand Youth Leadership Summit, attending the summit in China in 2018 and serving as a leader for the 2019 Summit in Christchurch. The summit is dedicated to empowering the next generation of global citizens and leaders, the summit brings together senior high school and first-year tertiary students from sister cities and schools in New Zealand and China

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## WORK EXPERIENCE

### UNIVERSITY TUTOR

University Of Otago | Jul 2023 - Oct 2023

As a university tutor for MART201: Integrated Marketing Communications, I honed my communication and teaching skills, sharpening my presentation and organizational abilities. This experience has been instrumental in enhancing my capacity to effectively convey information and maintain structured learning environments.

## **BUTCHERS ASSISTANT**

Silver Fern Farms Pareora | Oct 2020 - Feb 2023

Contributed over three summers at Silver Fern Farms to offset university expenses. Worked as a butcher assistant, specializing in precision cuts and processes to uphold meat quality and safety standards.

## **FACTORY WORKER**

Zeagold Foods | Apr 2022 - Oct 2022

Collaborating within a team environment, I worked as a factory worker at Zeagold Foods through Select Recruitment. Devoting a full day weekly, I contributed to packaging and quality control, supporting my university-related expenses.

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### **SKILLS**

- **SOCIAL MEDIA MARKETING**
- **PROJECT MANAGEMENT**
- **EVENT PLANNING**
- **SALES TECHNIQUES**
- **MARKET ANALYSIS**
- **CAMPAIGN DEVELOPMENT**
- **DATA ANALYSIS**
- **CONTENT CREATION**
- **PRESENTATION DEVELOPMENT**
- **SEO**
- **MICROSOFT OFFICE SUITE PROFICIENCY**

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### **REFERNECES**

#### **DR MATHEW PARACKEL**

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