



Comms Council Graduate Selection Programme 2023 Summary Page

Full name	Lucy Anthony
Preferred name	
Pronouns	She/her/hers
Ethnicity	New Zealand European
University, Qualifications	AUT Bachelor of Communications
Why do you want to get into advertising?	I'm really excited about being behind and part of such a cool and creative industry. After studying advertising it's opened my eyes and make me look at adverts and brands with a new perspective and appreciate how powerful it can be.
What is your Superpower	I love to talk and work with people from all different walks of life. As an open minded person, I really enjoy and thrive being around different perspectives and personalities.
Do you have a preferred role?	I'm really open to different roles as I don't know what I don't know yet. After taking the quiz, the roles that I'm most intrigued by are an account executive and or PR 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

LUCY ANTHONY

PROFILE SUMMARY

My passions and career aspirations are travel, writing and the media. I'm drawn to these industries as I love being creative and getting to share people's goals and stories. As a social and ever curious person, I love engaging and connecting with people from all walks of life.

EDUCATION

Bachelor of Communications AUT Majoring in Journalism Minoring in Advertising & Brand Management and Screen Production	2021-2023
Global Media Congress Abu Dhabi Chosen to represent New Zealand	Nov 2023
Diploma of International Tourism Management Certificate in Tourism, Hotel & Airline Operations New Zealand School of Tourism	2020-2021
NCEA Level 1, 2 & 3 - Excellence Endorsed Orewa College	2015-2017

WORK EXPERIENCE

Sales and Service Support - Customer Service Monaco Corporation, Albany <ul style="list-style-type: none">Sales and Service Support in NZ and AustraliaInbound and outbound email and phone communicationAdministration and data entryClaims and returns logistics within NZ and AustraliaResponsible for service support inbox managementCollected payments via phone banking and receptionReception experience	Feb, 2018-Current
Newsletter Editor for The Good Life Magazine <ul style="list-style-type: none">Liaised with community members and businessesCurated, wrote and edited articlesOrganised newsletter distributionCommunicated with advertisers and integrated sponsored content	May, 2023-Current
Special Needs Support Worker	June, 2021-Current
ARE Media Intern <ul style="list-style-type: none">Article writing for Kia Ora and Your Home and Garden magazines	June - July 2023
Waitress & Customer Service Alley Katz Cafe, Orewa	2017

TECHNICAL SKILLS

Microsoft Office Programmes	Adobe Illustrator	Canva	Mailchimp
Pronto (Enterprise Resource Planning)	Adobe Audition	Wix	AnyFlip
Adobe Premiere Pro	Meta Business Suite	Dropbox Paper	
Adobe Photoshop	Amadeus	Wordpress	

VOLUNTEER EXPERIENCE

Marketing Assistant June, 2022–Current

Achieve 2B – Exchange programme for students with disabilities

- Compiled and created Achieve 2B's quarterly magazine
- Supported delivery of Achieve 2B's marketing strategies
- Responsible for Achieve 2B's social media platforms
- Managed social media scheduling

Social Media Content Creator 2022

Conservation Volunteers New Zealand

- Instagram content writing

Ford Ranger New Zealand Rural Games 2020,2021, 2023

Flight Centre Expo 2020

International and Domestic Air New Zealand Koru Lounge 2020

INTERESTS

Travelling (Gap travelling in Europe and the UK) 2019

REFEREES

Available upon request