



Comms Council Graduate Selection Programme 2023 Summary Page

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|---|---|
| Full name | Logan Marshall |
| Preferred name | |
| Pronouns | He/him/his |
| Ethnicity | New Zealand European, Māori |
| University, Qualifications | Bachelor of Commerce: Marketing (Management minor) |
| Why do you want to get into advertising? | <p>I have always admired an organisation's ability to influence people's perceptions, consumption patterns, and behaviours through effective advertising. In appreciation of this, I can see the profound impact this industry has on my personal life, from the brands of surfboard I purchase to the media I consume during a morning coffee, and even the places I choose to visit during a road trip. I am motivated by the significant interplay within the human and business relationship that advertising contributes to. Through relationships with industry insiders, my commitment to pursuing tertiary education endeavours, and my strong advocacy for the "Mad Men" series, I recognize the alignment I share with the industry. Characterised by creativity, problem-solving, and innovation, I am well-equipped to contribute impact within this dynamic discipline. I look forward to a vibrant career closely attached to shaping a positive future for humans and business prosperity.</p> |
| What is your Superpower | <p>In alignment with advertising's creative core, my passion for innovation, authenticity, and the formation of new captivating ideas has always been a focal point of my abilities. My superpower is my creativity. Complementing this is my inherently personable nature and my ability to effectively liaise between individuals. In a marketing sense, these superpowers enable me to push a meaningful vision through strategic lenses for an organisation. When brought forward in an advertising team, this superpower contributes to a collective perception that leads to innovation.</p> |
| Do you have a preferred role? | Account Management, Strategist |
| Do you have a preferred location e.g. Auckland or Wellington? | Auckland or Tauranga |

Visa Status – Applicable to overseas students with work visas (and dates)

NA

LOGAN MARSHALL

33 Waitui Grove, Mt Maunganui, Tauranga
<https://www.linkedin.com/in/logan-marshall9/>

As a recent graduate, I am excited to apply my theoretical knowledge in marketing, management, and digital strategies, coupled with practical experience in various industries. My passion for marketing, problem-solving, and creativity aligns perfectly with the dynamic advertising landscape. Taking pride in my authentic perspective, I am eager to make impactful contributions through collaboration with a company's team, clients, and the industry.

Education

University Of Otago

2020 – 2023

Bachelor of commerce, Marketing (management minor)

- Awarded top of MART333 paper cohort for a campaign made for industry client Sustainable Coastlines, "Litter Intelligence"
- Achieved marks within the top 30 percent of MART306 paper for Student MimicPro - A digital marketing simulated internship replicating Google search engines and focused on utilising digital tools and strategies to optimise product sales performance.

Tauranga Boys' College

Secondary education

2016 – 2019

- NCEA level 1,2,3 Endorsed with Merit

Work Experience

Retail assistant, Huffer (Dunedin)

June 2023 – Nov 2023

- Confidently interact with retail customers of all ages, utilising personable conversation and strong point-of-sale skills to guide them efficiently through the sales process.
- Engaged with retail customers, actively listening to uncover their needs, and suggesting relevant clothing items with tasteful judgement and sensitivity to customer requirements, resulting in increased sales.

E-commerce and Online Sales Assistant Volunteer, Shop On Carroll

March 2023 – July 2023

- Creatively illustrated product information when forming optimised product landing pages on Shopify for retro and vintage clothing and homeware items.
- Assisted in daily content creation of item releases to social media platforms. Created ad copy through the use of Adobe software.

Signwriting Workshop Assistant, Rutherford Signs

Nov 2021 – Jan 2023

- Developed signwriting and building/trade techniques that are behind attractive and eye-catching signs in traditional print and sign marketing media. Required precision and attention to detail.
- Co-ordinated orders by communicating and collaborating with the production team to ensure jobs were completed on time and meeting company quality standards.

Front of house / bartender, Lone Star Restaurant And Bar Mar 2022 – Nov 2022

- Troubleshooting quickly and efficiently to minimise disruptions in service in a fast-paced work environment.
- Charismatic and approachable throughout general bar and FOH duties dealing with people of all ages and backgrounds demonstrated strong networking and negotiation skills.
- Opening and closing shifts. Ensuring compliance with liquor laws and licensing.

Building Labour, Marshall Builders Limited Sep 2018 – Current (casual)

- Competently worked in a physical work environment appreciating hard working days.

Volunteer lifeguard, Omanu beach Surf Life Savings Club Dec 2016 - Feb 2017 (seas/casual)

- Provided beach safety oversight, responded to water emergencies, and completed general duties as a dedicated volunteer lifeguard

SKILLS

- High communication skills
- Creative and eye for detail
- experience on shopify, and microsoft office suite
- Self-motivated and Driven
- Relate well to others
- Customer centric orientated

ACTIVITIES & Interest

- Participated in shave for a cure 2022, our group raised over \$35,000.
- Currently teaching myself Adobe Photoshop to apply my interest in design and creativity.
- Played for Tauranga Boys College 1st XV rugby, and 2nd XV rugby vice-captain, as well as two seasons at the Dunedin sharks under 21 rugby team, winning Dunedin club championship in my fist season.
- I enjoy and consume all sports particularly; Surfing (Tauranga boys college surfing team), Golf (member at St Clair) and rugby.

*references can be supplied upon request