



## Comms Council Graduate Selection Programme 2023 Summary Page

Full name	Luca Seerden
Preferred name	
Pronouns	He/him/his
Ethnicity	New Zealand European
University, Qualifications	Bachelor of Arts in Spanish - Minors in Psychology and Marketing
Why do you want to get into advertising?	I'm passionate about studying consumer behaviour, and understanding what drives people.
What is your Superpower	Understanding consumers and effective communication with people from all walks of life.
Do you have a preferred role?	Account planner, media planner, or media 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

# LUCA SEERDEN



[LinkedIn](#)

## PROFILE SUMMARY

**Please note:** all underscored words shown are URL links

My previous employers have described my work ethic as diligent and dedicated. I am confident in communicating effectively with people and I'm recognised as a team player. At the age of 15 I was fortunate to attend school for some time in Uruguay, which helped me become fluent in Spanish. This experience also helped me develop my social skills to a much higher level and it allowed me to obtain a major qualification. Rowing at Kings College provided me with a strong foundation for dedication and team work. I want to work in advertising because I'm passionate about understanding and analysing consumer behaviour, and applying my Marketing & Psychology learnings from Otago University.

## EDUCATION

**University of Otago**  
**Bachelor of Arts in Spanish**  
**Minor in Marketing and Psychology**  
Expected graduation: 2023

**King's College**  
**NCEA Level 3**  
2018 - 2020

## REFERENCES

**Emily Adams**  
Student Administrator  
Polestar Pilates NZ LTD  
+64 21 151 9017

**Roanne Parker**  
Director  
The Heke - Waiheke Island  
+64 27 476 266

**Dion Nash**  
Director  
Triumph & Disaster  
+64 21 666 380

## WORK EXPERIENCE

**January '23 - ongoing**  
Digital Marketing Manager  
Polestar Pilates NZ LTD - Auckland

I create demand generating and brand campaigns on Instagram and Facebook for our family business. An example of these [can be found here](#).

**December '21 - February '22**  
Front of House  
The Heke - Waiheke Island

This was a job that I had during my first University summer break. I have a written reference from one of the Directors, please don't hesitate to ask for this.

**December '21 & December '22**  
Store Manager  
Triumph and Disaster - Auckland

I only worked this job a few days each year during the busy Christmas period whilst the store manager was unavailable.

**April '18 - December '20**  
Delivery Driver/Counter server  
Hell Pizza - Grey Lynn, Auckland

This was a part-time job that I had during high school

## INTERESTS

Individual & team sports, travelling, food & cooking, speaking Spanish