



Comms Council Graduate Selection Programme 2023 Summary Page

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|---|---|
| Full name | Mia Spake |
| Preferred name | |
| Pronouns | She/her/hers |
| Ethnicity | New Zealand European |
| University, Qualifications | I recently completed a Bachelor of Arts & Commerce with majors in Psychology and Marketing at the University of Otago in Dunedin, NZ. |
| Why do you want to get into advertising? | I'm passionate about entering the field of advertising because the opportunity to be a part of a dynamic, creative environment, where I can collaborate with innovative thinkers, excites me. An environment that encourages and challenges one to think beyond conventional boundaries, allows for consistent creativity. I'm particularly drawn to the experimental nature of advertising, which thrives on trial and error. This process provides an opportunity for personal growth, which I believe is essential. My academic journey, having focused on creative marketing and innovation in various papers, has ignited my passion for the more creative aspects of marketing and advertising. I am eager to use the knowledge I've acquired during my degree and apply it to real-world scenarios. I view this opportunity as an exciting beginning to my career, and I am sincerely grateful for the chance to embark on this journey. |
| What is your Superpower | I consider public speaking to be my superpower. This has played a pivotal role in shaping my strong communication skills. I enjoy holding an audience's attention with a subject close to my heart and one that I am passionate about. Throughout University I have consistently nominated myself as the designated spokesperson for group projects. Despite the occasional nerve-wracking aspects of public speaking, I have always regarded it as an invaluable opportunity to challenge myself and venture beyond my comfort zone. It's a personal challenge that I know contributes significantly to my growth and resilience as a person. |
| Do you have a preferred role? | My preferred role would be Account Management. However, I also have an interest in PR/Experiential. |
| Do you have a preferred location e.g. Auckland or Wellington? | Auckland |

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

NA

MIA SPAKE

CONTACT



[linkedin.com/in/mia-spake](https://www.linkedin.com/in/mia-spake)

I am a hard-working and creative thinker, with a double degree from the University of Otago. I have a passion for music and languages. I am looking for a graduate position in an innovative environment where I can gain invaluable industry experience.

EDUCATION

The University of Otago, Dunedin, New Zealand - 2020-2023

Bachelor of Art & Commerce - Psychology & Marketing

- The University of Otago Leaders of Tomorrow Scholarship
- MART306 Innovation Paper (2023): placed 2nd overall in group project for innovation concept 'The EcoShred'.
- MART333 Creative Marketing (2023): runner up 'People's Choice Award' for our creative marketing video for 'The Leaf Collective'.

Green Bay High School, Auckland, New Zealand - 2015-2019

NCEA Level 3 - Endorsed with Excellence

- UK University Award (Project Wallacea): Biological research project; Indonesia 2018. Collecting data for NASA and the UN.
- Senior School Leader: Organised 'The Blood Drive' and 'Shave for a Cure'.

WORK EXPERIENCE

RadioOneFm 91.0Fm - March 2023-November 2023

DJ Host Volunteer

- Live-to-air radio show at the University of Otago student radio network every Friday from 2pm-4pm
- Playing the latest national and international alternative tracks
- Introducing bands during live-to-air performances.

Union Bar - University of Otago - 2021-Oct 2023

Bartender / Temporary Duty Manager

- Engaging in the local, national, and international music scene.
- Managing bands/DJs and events
- Preparing and serving drinks to customers
- Taking payments
- Providing excellent customer service in a busy environment
- Opening and closing of the bar

Griffin's Food Company - Nov 2022-Feb 2023

Sales Intern (FMCG Futures Programme)

- Generated Seasonality Reports
- Explored the number of compulsory and discretionary displays used from 2021-2022 in New World North Island using MS Excel
- Sales data analysis
- Assisted the "Bring Back Squiggles" marketing campaign
- Attended seminars from industry professionals in FMCG.

THE LEAF COLLECTIVE VIDEO CAMPAIGN

Scan the QR code below to view our creative campaign video for 'The Leaf Olympics', encouraging Canberra residents to collect their leaves

[The Leaf Olympics Video](#)



PERSONAL INTERESTS

- Bass guitar
- DJ Mixing
- Surfing
- Travelling
- Gigs

SKILLS

- Creative Thinker
- Excellent Communication Skills
- Team Player
- German and French
- Keen attention to detail
- Ability to work independently
- Proactive

REFEREES

Hayley Brown – Key Account Manager
Griffin's Food Company
(+64) 20 4192 4006
hayley.brown@griffins.co.nz

Nanaia Haua – Manager
Union Bar, University of Otago
(+64) 21 134 5423
nanaia.haua@otago.ac.nz

[Dynex Extrusions Ltd – 2016 & 2023](#)

Product Data Entry & Data Cleaning

- Use of DataFlex system to convert files into Pdf.
- Data cleaning

[The Blue Breeze Inn – 2020-2022](#)

Waitress

- Waiting large sections of the restaurant
- Providing the bill and taking payments from the EFTPOS machine
- Opening and closing the restaurant.

[Heywood Orchards – Nov 2021-Dec 2021](#)

Fruit Thinner

- Thinned apples during the season in Motueka, Nelson

[Salvation Army – May 2019](#)

Red Shield Appeal Donation Collector

- Collecting donations

[The Base Cafe – Jun 2019-Feb 2020](#)

Front of House

- Taking table orders and working on the till
- Preparing cabinet food & display
- Serving customers food and drinks
- Opening and closing of the cafe

[Delaware North, Auckland Airport – Dec 2018-Apr 2019](#)

Food & Beverage Attendant

- Taking orders at the till
- Serving food to customers
- Clearing tables
- Working closely with a large team in a busy airport environment.

[Canterbury of New Zealand, Pentland Group – Jun 2015-Apr 2018](#)

Casual Retail & Factory Worker

- Working at the annual CCC sale
- Scanning and packaging items for postage
- Maintaining stock levels in the warehouse
- Picking, tagging and hanging garments