

Comms Council Graduate Selection Programme 2023 Summary Page

Full name	Nicholas Plieger
Preferred name	
Pronouns	He/him/his
Ethnicity	New Zealand European
University, Qualifications	Otago University Bachelor of Commerce (Marketing) Master of Marketing
Why do you want to get into advertising?	After spending four years studying marketing, I see advertising as the route that I want to explore post-study. Being heavily exposed to advertising throughout my life is what I feel drew me towards a career in advertising. I find myself being critical of current advertising campaigns through what I have learned in my coursework and I feel as though I could be successful working on advertising campaigns myself. I also find advertising to be a good mix between my marketing study as well as my other interests in film and television as well as music. Finally, I am drawn to advertising as it can be a platform to express creativity.
What is your Superpower	I feel as though my superpower would be reading the room and understanding other's thoughts and feelings without them directly expressing them. This has helped me in a number of group scenarios where people do not express their thoughts or feelings directly but I feel they should still be considered.
Do you have a preferred role?	According to the quiz, my skills would line up with being an Account Executive/ Manager. However, I would be open to anything and exploring the different roles.
Do you have a preferred location e.g. Auckland or Wellington?	Wellington or Auckland
Visa Status – Applicable to overseas students with work visas (and dates)	NA

Nicholas Plieger

www.linkedin.com/in/nicholas-plieger

Personal Statement

An avid and experienced marketing student, I am eager to leverage my skills and experience to contribute to the dynamic world of advertising following my studies. With experience developing marketing campaigns and strategy for real clients as well as close personal relationships with leading marketing researchers. I'm excited to bring my knowledge, passion, and dedication to an advertising agency, where I can help drive innovative and successful campaigns.

Education

University of Otago/ Master of Marketing (MMart)

2023 - Present

Coursework including Digital Marketing, Branding, Advertising, Marketing Analysis, Behavior Change, Research & Theory

Topic: What are the Current Trends in Second Screen Usage During Live National Basketball Association (NBA) Matches?

University of Otago/ Bachelor of Commerce (Marketing)

2020 -2023

Strengths in Digital Marketing, Sports Marketing, Consumer Behavior, Sales Marketing.

Skills: *Market Research, Ad Building, Sports Marketing, Sales.*

St Kevin's College, Oamaru

2015-2019

NCEA Levels 1,2 and 3

Head Prefect (Deputy Head Boy- Special Character)

Football Team Captain (2019)

Junior Football Team Coach (2018-2019)

School Special Character Awards (2019)

Work Experience

The Dough Council/ Marketing Consultant

July 2023- October 2023

Currently working on a project for The Dough Council. Developing their marketing strategy and campaigns for the launch of their frozen pizza doughs in supermarkets.

Skills: *Market Research, Marketing Strategy & Campaign Development, Business Acumen*

The Highlanders/ Membership Sales Assistant

November 2022- February 2023

Working with the Highlanders over the Summer Holidays. Selling and processing season memberships to prospective buyers over the phone.

Skills: *Sales, Communication (written & verbal), Market Research, Microsoft Excel*

Rainbow Confectionery/ Seasonal Factory Worker

November 2019- February 2022 (Seasonal)

General production line work in between university breaks. Primarily packing Jellybeans. Supervising and teaching new/younger employees. Heavy lifting and following health and safety protocols.

Skills: *Teamwork, Leadership, Communication*

References

Matthew Parackal – Head of Master of Marketing – Otago Business School

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