



Comms Council Graduate Selection Programme 2023 Summary Page

Full name	Nina Richardson
Preferred name	
Pronouns	She/her/hers
Ethnicity	New Zealand European
University, Qualifications	Graduated with a Bachelor of Creative Media Production Currently studying towards the Google UX Design Professional Certificate
Why do you want to get into advertising?	<p>I can pin this on one particular ad. Do you remember the NZ Post TV ad set to Opshop's 'One Day'? It's the one where a little girl writes her dad a letter. He's away doing Big Business things but her heartfelt handwritten letter reaches him and he has some kind of epiphany and turns up to meet her at the school gate with ice creams. Oh my goodness, it's a tear-jerker. Going by the minutes of video to tears ratio, that ad had me more choked up than Marley and Me, Titanic and Paddington 2 combined. I was mind-boggled that this masterpiece was just here on telly for anyone to see, and that it was about the national post service - not man's best friend, or a star-crossed romance, or even a polite little bear in a hat. That NZ Post ad planted the seed, and a lot of my experiences since then have helped that wee I-want-to-work-in-advertising tree grow pretty hefty.</p> <p>At university, I focused on film. I'm fascinated by the way that cinema incorporates so many different forms of creativity, and the fact it's a way of telling stories that otherwise might be left untold. While studying, I worked in cafes. I loved building relationships with customers, learning about what makes people tick and observing the rhythm of their days. When I got to the end of uni, I realised that I wanted to work in an industry that combined these two things: storytelling and people. I reckon that good advertising is art that exists in the everyday world, whereas film and poetry and music often have to be actively sought out. Advertising is art that interacts with people. I think it's so cool that campaigns are based on insights based on people, and that these campaigns then feed right back into the world and interact with people all over again. I love that advertising is inherently collaborative. There's nothing better than growing a relationship in a team or with a client, based on shared vision, empathy and the delivery of a beautiful product (for me, that's always looked like a great coffee or a valuable insights presentation).</p>



nina richardson

LINKEDIN: www.linkedin.com/in/nina-richardson-75102520b/

Kia Ora! I'm Nina. I'm a coffee maker, creative, and all-round people person. I'm passionate about all forms of great communication, be that through film, writing, visual design or a person-to-person yarn. I love talking to people and I love telling stories. I've learned that great creative agencies are all about doing both - that's why my dream is to land a role in this industry.

education

MASSEY UNIVERSITY

Completed 2022

BACHELOR OF CREATIVE MEDIA PRODUCTION

- * Winner of the Manaakitanga Award
- * Award for Excelling GPA
- * Scholarship Media Studies
- * Scholarship Photography
- * Victoria University Excellence Scholarship

SAMUEL MARSDEN COLLEGIATE

NCEA LEVEL 3 WITH EXCELLENCE

- * Head Girl
- * Marsden Academic Scholarship

work experience

HARDWIRED (INSIGHTS SUPPORT)

October 2022 - Present

- * Working with a diverse range of companies to help them better connect with potential customers
- * Generating consumer insights and consulting on strategy
- * Managing multiple projects to meet tight deadlines while maintaining high standards

CUSTOMS COFFEE (CUSTOMER SERVICE/BARISTA)

March 2022 - August 2022

FLORIDITAS (CUSTOMER SERVICE/ BARISTA)

May 2021 - March 2022

ARO CAFE (BARISTA / SHIFT SUPERVISOR)

October 2020 - April 2021

KAFFEE EIS (CUSTOMER SERVICE/ BARISTA)

September 2017 - September 2020

THE PIE NEWS LONDON (OFFICE COORDINATOR - INTERN)

February 2017 - April 2017

skills

- * Proficient with Adobe Suite, Microsoft Office, Google Suite and Canva
- * Experienced with a range of professional-grade audiovisual equipment
- * Experienced in both quantitative and qualitative research methods
- * Confident preparing and delivering presentations to external stakeholders
- * Confident producing engaging written work, able to adapt tone of voice as needed