



## Comms Council Graduate Selection Programme 2023 Summary Page

Full name	Olivia Dennis
Preferred name	
Pronouns	She/her
Ethnicity	New Zealand European
University, Qualifications	Te Herenga Waka Victoria University of Wellington, Bachelor of Communications (BC) Majoring in Marketing Communications & Minorng in Media Studies
Why do you want to get into advertising?	
What is your Superpower	<p>Many reasons spring to mind - my first taste of advertising was through my Uncle who works in the industry, we were invited to be a part of the filming for a campaign he was running. Being able to see the production and behind-the-scenes work of advertisement filming all the way through to the final campaign was heavily intriguing to me and opened my eyes to the possibility of working in this industry!</p> <p>Secondly, seeing the rise in consumer voices towards advertising or business models (especially in wellness and beauty sectors e.g. diversifying shade ranges of foundations to be inclusive of all shades &amp; highlighting genuine research into skincare products now that consumers are knowledgeable on ingredients lists, etc). I believe the consumer holds such a large power today and this growth of consumer/audience-led advertising has got me excited to see how the industry adapts to this. I understand advertising isn't all about selling something or informing audiences - however, the idea of promoting a product/service that could genuinely help a specific demographic is quite rewarding and I would love to be a part of it!</p>
Do you have a preferred role?	Public relations assistant, Marketing intern, Media or social media management.
Do you have a preferred location e.g. Auckland or Wellington?	Auckland
Visa Status - Applicable to overseas students with work visas (and dates)	NA

# OLIVIA DENNIS

## Contact me

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- [Olivia Dennis \(Linkedin\)](#)

## About me

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Kia Ora! Im Liv, a recent communications graduate who has a strong passion for everything in the digital marketing space. From public relations, to brand management, I envision a future career immersed in it all! I would consider myself a creative thinker and a dedicated worker.

My first taste of business and marketing communications arose in 2017 when I began running my own small baking business centred around organic goods with zero food dyes or flavourings. This then sparked a strong interest in content creation and social media management as I connected with customers via my business instagram page. Further down the track whilst attending Aquinas College I was fortunate enough to lead the ball committee through a tumultuous lockdown-filled year, whilst also being tasked with the designing and organizing of our year groups school leavers jerseys. These leadership roles enabled strong adaptability and communicative skills that have transcended these positions. The impact of the 2020 lockdown also prohibited the volunteer Fiji service trip to which I was shortlisted then selected to attend on, this remains a goal of mine to complete in the future.

I'm someone who thrives in collaborative environments yet upholds organizational strategies to work well individually too. Thanks to my experience in both hospitality and retail I can confidently say that customer service and problem resolution skills are my strongest assets.

If given the opportunity I would love to be considered for any given role within this exciting field of work!

## References

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Sam Peters (Gipps St Deli)  
+64 22 083 1105

Marcella Thomas (Personal reference)  
021819979  
marcella.thomas@xtra.co.nz

## Education

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**Te Herenga Waka Victoria University Of Wellington**  
(2021 - 2023)  
Bachelor of Communication (BC) Majoring in Marketing Communications & Minorng in Media studies

**Aquinas College Tauranga**  
(2016-2020)

- NCEA Levels 1,2&3
- Leader of Ball Committee & Leavers jerseys.
- Recipient of the Consedine Cup 2020 for 'Outstanding Leadership in Service'
- Peer Support leader 2020

**Baradene College Auckland**  
(2014 - 2016)

## Work Experience

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**Waitress & Server at Gipps Street Deli and Cafe**  
Wellington.  
(Casual - March 2023 - Nov 2023)

**Merchandiser at Federal Merchants & Co.**  
For 'PALS RTD's.  
Tauranga, Mount Maunganui & Papamoa.  
(Part time - Nov 2022 - Jan 2023)

**Retail staff member at EZIBUY**  
Tauranga branch.  
(Casual - Dec 2020 -Jan 2022)

**Merchandiser for Red Edge Limited**  
Specializing in "Little Beauties kiwifruit" & "KiwiQuinoa"  
food products  
(Casual - Nov 2018 - Jan 2019)

**Waitress & Kitchen staff at Sidetrack cafe**  
Mount Maunganui  
(Casual - 2016-17)

**Self employment of baking business**  
Tauranga  
(2017)