



Comms Council Graduate Selection Programme 2023 Summary Page

Full name	Olivia Dykes
Preferred name	
Pronouns	She/her/hers
Ethnicity	New Zealand European
University, Qualifications	Bachelor of Commerce, Majoring in Marketing and Minorng in Commercial Law.
Why do you want to get into advertising?	I am super passionate about people. I love connecting with others, finding common ground, and having a chat - which is what draws me to advertising most. The concept of being able to move people, incentivise things that will genuinely impact someone's life, and do it in a way that is dynamic, fresh and exciting, is what pulls me to the industry.
What is your Superpower	My superpower is being able to connect with others and give things a go. Despite being an extroverted introvert, I consider myself to be a great listener who is always willing to learn, reach out when I need a hand, and try something new. Being able to empathise, laugh (and sometimes cry!) with others is what makes me someone who is honest, present and able to make others feel welcome and heard. These qualities, combined with my strong work ethic and passion for excellence, enable me to succeed.
Do you have a preferred role?	In all honesty, all areas of advertising and marketing appeal to me, and I would be extremely willing to give anything a go! However, Account Management, PR and Experiential Advertising really interest me!
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 DYKES

Kia Ora! I am passionate about people, connecting with others, and exploring dynamic, initiative led approaches. I strive to be well-presented, positive and enthusiastic at all times. I have a strong work ethic, am curious about new concepts and theories, and always keen and willing to learn.

Contact me

Te Aro, Wellington
LinkedIn: Olivia Dykes

Education

Victoria University of Wellington

*Bachelor of Commerce, Majoring in Marketing and
Minoring in Commercial Law*
2021 -2023

Deans List (Commerce) 2021, 2022
Recipient of the Victoria University of Wellington
Tangiwai and Alumni Appeal Scholarships

Marist College, Auckland
2016-2020

Head Girl 2020
Excellence Endorsed in Levels 1, 2 and 3

Work Experience

Retail Assistant
AS Colour Wellington
April 2021 - Present

I have been working at AS Colour Wellington as a casual retail assistant for the past two years. This experience has enabled me to refine my 'people' skills, gauge an understanding of true customer service, and work well in a team environment. It has made me confident in my ability to drive sales and communicate with others.

Front of House Team Member
Your Local Coffee Roasters
September 2019 - December 2020

My time at Your Local Coffee Roasters was an experience which enabled me to build my 'people' skills immensely! It enabled me to gain a true understanding of making customers feel 'at home.' I undertook a variety of roles, which has made me confident with handling cash and facing customers.

Skills and Leadership

- Experience in Google Analytics, SEO (SEMrush), Landing Page Optimisation, and Webpage design and development (RocketSpark)
- Experience in Content Marketing and Social Media Marketing
- Sound understanding of Consumer Law, Marketing Law, and Organisation Law
- Consumer Behaviour (MARK202) Tutor 2023
- Volunteer Leader on MYL Student Leadership Camp 2022, 2023
- Member of the Resident Committee of Katherine Jermyn Hall 2021
- Host of For Real The Podcast - Managed by Salient Magazine

References

Dr Janine Williams
Senior Lecturer in the School of Marketing and International Business, Victoria University of Wellington
027 490 1069

EJ Urner
Manager of AS Colour Wellington
021 126 3781