



Comms Council Graduate Selection Programme 2023 Summary Page

Full name	Olivia Pugh
Preferred name	
Pronouns	
Ethnicity	New Zealand European
University, Qualifications	Bachelor of Arts majoring in Communication and Employment Relations and Organisation Studies from The University of Auckland
Why do you want to get into advertising?	I am drawn to advertising because it combines my passions for communication, creativity, and problem-solving. I am excited about working in an environment where there are lots of opportunities for growth and learning new skills. Furthermore, I am enticed by the ever-changing advertising landscape that is varied and provides new challenges.
What is your Superpower	My superpower is that I pay close attention to detail to ensure accuracy and precision in my work. It is important to me that I complete tasks consistently at a high standard and to deliver high-quality results and identify potential issues before they escalate.
Do you have a preferred role?	
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 Pugh



Personal Statement

I am a hard-working and driven individual with excellent written communication skills and passions in running, digital marketing, and social media. My combination of university majors has enabled me to explore both the media and management aspects of advertising. While studying, I completed a communication internship with Paralympics New Zealand and have worked in several other casual retail and service roles that have exposed me to working closely with a range of individuals. My goal is to put the knowledge and skills developed through my course and project work into practice in a marketing, media, and communication role.

Education

2021 - 2023

University of Auckland: Bachelor of Arts with a double major in Communication and Employment Relations & Organisation Studies

2016 - 2020

Wellington Girls' College

- NCEA Level 1, 2, and 3 with Excellence Endorsement
- School Prefect and Magazine Editor
- Sports Honours

Work Experience

03/2023 - 05/2023

Paralympics New Zealand - Communication Assistant Intern

- Liaising with a mentor on all projects to receive regular feedback and share my ideas
- Implementing multiple projects from conception to completion across various mediums (social media, video editing, content writing) and meeting deadlines
- Adapting to changes in a fast-paced environment both in and out of the office, including being flexible around interviewees' schedules and sporting event programmes
- Collaborating as part of a team to achieve organisational objectives
- Work example links: written article [here](#) and Instagram reel [here](#)

1/2022 - Current

Backdoor Surf - Sales Assistant

- Applying verbal communication skills when assisting customers and addressing queries
- Collaborating with staff members to complete store tasks such as displaying stock
- Achieving sales targets and upselling products to increase units per transaction
- Maintaining positive customer and colleague relations through professional and polite service

02/2019 - 02/2023

New World Khandallah - Checkout & Lotto NZ Operator

- Reporting to supervisors and carrying out required tasks accurately and efficiently
- Maintaining cash operations, dealing with customer returns and refunds as necessary

04/2022

Autism Intervention Trust - Holiday Programme Peer Support Worker

- Assisted children in development of social, communication and problem-solving skills
- Participated alongside children to enable inclusion in sporting and recreational activities, i.e. swimming, ten-pin bowling, hiking

10/2018 - 03/2020

Olympic Junior Athletics - Club Night Instructor

- Clearly communicating and leading groups of junior athletes
- Using my sporting knowledge and enthusiasm to encourage inclusive participation from all athletes

Key Technical Skills/Knowledge

- **Media release writing** experience and knowledge from Paralympics NZ internship and university journalism course: understanding of news values and article structure
- **Video and photo editing/design** on Adobe Premiere Pro, Photoshop and Canva
- **Creating and sending emails** to subscriber lists via MailChimp
- **Designing and scheduling social media posts** to multiple platforms for Paralympics NZ
- **Familiar with using Microsoft Teams** in the workplace from Paralympics NZ internship
- **Communication and social media knowledge** (through university study): ethics, audience engagement, social media theory

Personal Interests

My biggest passion is running, in which I have competed for Olympic Harrier and Athletic Club since I was seven years old, taking part in cross country and athletics. I enjoy being outdoors and on the trails. My weekly schedule also includes swimming, cycling, yoga, and gym training.

I am a member of the university's Marketing and Design Collective club and enjoy learning more about marketing and public relations whilst connecting with other students who share these interests.

I also have a keen interest in social media and following influencers and companies with a strong personal brand who post engaging and eye-catching content.

References

Available on request