



Comms Council Graduate Selection Programme 2023 Summary Page

Full name	Pranesh Patel
Preferred name	
Pronouns	He/Him/His
Ethnicity	Indian
University, Qualifications	University of Canterbury, Bachelor of Arts. Major in Media and Communication, minor in Entrepreneurship
Why do you want to get into advertising?	I've always been intrigued by the diverse dimensions of advertising. From creating and designing to putting things together, I love the broad spectrum that advertising offers. The industry is very dynamic, with numerous little sectors to explore, and I'm eager to be in this space to discover what truly excites me. The idea of working behind the scenes to craft an ad is particularly appealing, fueled by a lifelong fascination with them. Connecting with people brings me joy, making the advertising industry the perfect place to refine and leverage these communication skills. It's an exciting prospect to be on the other end, contributing to the captivating world of advertising.
What is your Superpower	My superpower would be positivity. I've noticed in recent years that when situations take an unexpected turn or hit a rough patch, somehow there is a positive twist. It turns challenges into opportunities and setbacks into stepping stones. I've come to believe that, in the end, the puzzle pieces somehow fall into place, and things work out even better than expected.
Do you have a preferred role?	Account Management, otherwise no preference.
Do you have a preferred location e.g. Auckland or Wellington?	Auckland
Visa Status – Applicable to overseas students with work visas (and dates)	NA

PRANESH PATEL

[LinkedIn](#)

ABOUT ME

I'm a lively and curious individual who thrives on asking questions, learning, and tackling challenges head-on. I thrive in team situations and consider myself a true people person, finding pleasure in connecting and relating to others. I believe in taking on challenges, proving people wrong, and never giving up. I am currently looking for an opportunity to learn and grow my skills in the advertising industry, a field that truly excites me.

EDUCATION

2019 – 2022: University of Canterbury

- Graduate of Bachelor of Arts, Major in Media and Communication, Minor in Entrepreneurship

Some of the papers I studied were: Strategic Campaign Development, Entrepreneurship and New Ventures, Advertising and Cultural Consumption, Social Media, Digital Media Production, Innovation Management, Marketing, Education 101 and Academic Writing

2015 – 2019: Glendowie College

- NCEA Level 3
- Through 2015-2019 I was a coxswain for my school rowing team, this taught me skills such as: Time management, leadership, discipline, and dedication.

WORK HISTORY

Teacher Assistant

February 21/2023 – Current

Currently I am working at St Albans primary school as a teacher assistant, specifically working across 3 classroom helping children aged 9-12. I am also in charge of a classroom as a teacher every Friday. My key responsibilities include helping children who need extra support and assisting teachers with tasks as needed. Skills I have developed are learning to manage behaviors, being patient and becoming more flexible and adapt to changing situations.

Holiday Program / Supervisor

January 05/2022 – April 18/2023

The responsibilities and skills that I learnt working as a holiday program supervisor included problem solving & quick thinking, working in a team setting, monitoring, and maintaining appropriate standards.

Fruit Selling / Sales

December 1/2022 - January 28/23

During the last two summers I have been working for Our Fresh Market, my role at this job was setting up a stall on the side of the road and selling fruit to customers. This job taught me several skills such as upselling, communicating clearly with customers and handling cash. Another skill I developed was being more independent and thinking on my feet as I was left to work by myself.

Dominoes / Delivery Driver

October 20/2018 – January 30/2020

My responsibilities at Dominoes involved handling cash, meeting and communicating with customers one-on-one that I was delivering pizza to, stocking shelves, and ensuring the store looked clean and presentable.

Little Kickers / Assistant Coach

February 16/2018 - December 15/2019

At Little Kickers I had the responsibilities of working with children aged between 2-6 and communicating with their parents. I was also in charge of organising and instructing activities as well as coaching the children.

KEY SKILLS

- Have experience various software such as: Canva, Shopify, Facebook Ad manager, iMovie, Adobe Premier Pro, Audacity, Uizard (software that helps to design prototypes).
- Created social media content and am comfortable using Twitter, Instagram and Facebook.
- Teamwork and Communication.
- Upselling and customer service.
- Activity organisation.
- Coaching and instructing.
- Being able to work independently.

REFERENCES

- Available upon request