



Comms Council Graduate Selection Programme 2023 Summary Page

Full name	Sarah Harp
Preferred name	
Pronouns	She/her/hers
Ethnicity	New Zealand European, Chinese
University, Qualifications	Bachelor of Commerce - Marketing
Why do you want to get into advertising?	I want to be able to craft and use my creative and strategic abilities to tell stories
What is your Superpower	Resilience, but if I could have any superpower it would be teleportation
Do you have a preferred role?	No
Do you have a preferred location e.g. Auckland or Wellington?	Auckland
Visa Status – Applicable to overseas students with work visas (and dates)	NA

SARAH HARP

CONTACT

LinkedIn Profile:
www.linkedin.com/in/sarah-harp-119733205

TECHNICAL & SYSTEM PROFICIENCIES

- Adobe Suites
- Microsoft Suites
- MailChimp
- UnBounce, Squarespace, Wix programmes
- Google Analytics for Beginners Certification 2022
- Google Ads Search & Display Certifications 2022

SKILLS & ATTRIBUTES

- Creatives, craft & fine art skills
- Detail oriented
- Problem Solving
- Ability to work independently & collaboratively
- Curiosity & willingness to learn

PERSONAL STATEMENT

I am a passionate and hard-working individual who has gained a solid foundation of essential marketing principles, notably in consumer behaviour, social behaviour and marketing strategy. During my studies, I gained experience in a professional workplace through multiple internships, applying my knowledge and interests in design and communication. I am eager to continue learning and exercising skills for real-world challenges while contributing to the success of organisations in an impactful way.

EDUCATION

Te Herenga Waka - The University of Wellington Bachelor of Commerce - Marketing (completed)	2022-2023
The University of Auckland Bachelor of Commerce - Marketing	2020-2022
Wellington East Girls' College NCEA Certificate Levels 1, 2 & 3 <ul style="list-style-type: none">• Top student in Level 1 Visual Arts• Top student in Level 2 & 3 Design• Media Prefect 2019• Young Enterprise Scheme Nationalist 2019	2015-2019

WORK EXPERIENCE

Spoonful Catering NZ <i>Office Administrator</i>	2022-2023
Managing client relationships and the organisation of a small-scale business. I also supported the business for its digital and physical needs.	
Museum of New Zealand, Te Papa Tongawera <i>Front of House</i>	2019-Present
I have worked as a casual hire alongside my studies, mostly during busy summer periods. The various roles and environments developed my skills in adaptability, multi-tasking, and conflict resolution.	
Curio Publisher <i>Email Marketing Intern & Student</i>	2022
I supported the business in building its customer journey and retaining clients. I significantly developed my skills in working independently and learning new digital systems, including MailChimp and the Curio Publisher administration.	
Sea Digital <i>Digital Marketing & Support Intern</i>	2022
A three-month Internship programme at a Wellington-based digital marketing agency. I gained invaluable experience in a professional environment - including client management and relationships, introduction to digital marketing programmes and content production.	