




Comms Council Graduate Selection Programme 2023 Summary Page

Full name	Sedona Milich
Preferred name	
Pronouns	She/her/hers
Ethnicity	New Zealand European, Māori, Cook Island Māori, Other, e.g. Dutch, Japanese, Tokelauan
University, Qualifications	Bachelor of Communication Studies with a double major in Film & Screen Production and Advertising & Brand Creativity.
Why do you want to get into advertising?	My 'why' is rooted in my commitment to helping others. By bringing together the right individuals with the right brands, I can influence and positively impact people's lives.
What is your Superpower	Empathy is my superpower. Through my continuous pursuit of knowledge and diverse life experiences, I've cultivated a deep ability to empathize with others.
Do you have a preferred role?	Strategist.
Do you have a preferred location e.g. Auckland or Wellington?	Auckland.
Visa Status – Applicable to overseas students with work visas (and dates)	NA

Sedona Milich

CONTACT

 Sedona Milich

SKILLS

Directing
Video Editing
Art Direction
Copywriting
Data Analysis
Analytical Research

Critical Thinking
Creativity
Resilience
Team Work
Communication Skills

CERTIFICATES

Duty Manager

Licence Controllers Qualification

- NZQA Units 4646 v10 & 16705 v6

Wine & Spirit Education Trust

- WSET® Level 1 Award in Wine

AWARDS

Doc Edge Schools Film Festival

- Winner of 1st place in 2020 for the documentary 'Mirimiri'.

MY PROFILE

I'm a jack-of-all-trades driven by an insatiable curiosity about the world and unwavering commitment to knowledge. I value continuous learning, personal growth, and excellence, along with a deep connection to Tikanga and Māori values, including Kanohi ki te Kanohi (face-to-face communication). My unwavering work ethic, pursuit of perfection, and relentless thirst for knowledge fuel my dedication to achieving results and contributing to both workplace culture and company growth.

EDUCATION

2020 - Auckland University of Technology
2023 Bachelor of Communications Degree

- Double Major in Advertising and Brand Creativity and Film and Screen Production

EXPERIENCE

2021 **Refined Marketing Group**
May - July
Independent Commission Agent

- Promoting Hello Fresh products and services through in-person advertising.
- Finding creative ways to engage customers in a busy setting.
- Listening to customer concerns and offering the best solutions.

2022 - Glengarry Wines Ltd
Jan - present
Retail Sales Assistant

- Completed intensive training in wine, spirits, and beer to offer expert assistance to customers in their purchasing decisions.
- Known for maintaining a clean and minimalist store layout, as well as effective merchandising.
- Independently processed over 80 online orders daily during peak hours.
- Dedicated Duty Manager, responsible for ensuring responsible alcohol sales and supply.