



## Comms Council Graduate Selection Programme 2023 Summary Page

Full name	Tom Drumm
Preferred name	
Pronouns	He/him/his
Ethnicity	New Zealand European, Māori
University, Qualifications	Bachelor of Communication, Massey University, Graduated 2023. Diploma of Graphic Design, Yoobee School of Design, Graduated 2013. Diploma of Digital Video Post Production, NZ Broadcasting School/ CPIT (Ara), Graduated 2012.
Why do you want to get into advertising?	Continuation of Studies, Ability to be creative, Exciting subject
What is your Superpower	Taking complex ideas and simplifying them in to easy to understand visuals and images
Do you have a preferred role?	Advertising, Marketing
Do you have a preferred location e.g. Auckland or Wellington?	No
Visa Status – Applicable to overseas students with work visas (and dates)	NA

# Tom Drumm

## Summary

Versatile digital marketer & content creator with communication, graphic design, and digital video post-production expertise. Crafting impactful campaigns for today's dynamic landscape.

## Experience

**Intern** Sept 2023 – Nov 2023

The Good Carbon Farm

### Key responsibilities

- Designing visual content for the Good Carbon Farm to use on their social media platforms

### Achievements

- Created 5 pieces of content, from a written list to fully realized visual content

**Freelancer** Jan 2014 – Present

Drumm Digital Media

Creative – Video Production / Motion Graphics / Graphic Design

### Key Responsibilities

- Liaising with clients • Writing the brief • Storyboarding • Concepts • Design • Video Editing • Animation

### Achievements

- Music Videos • Motion Graphics • Advertising

## Interests

- Music • Basketball • Maori Art

## References

Available on Request

## Contact

📍 7/80 Milton Street, Somerfield, Christchurch

## Education

### Bachelor of Communication

Massey University

Graduated 2023

### Diploma of Graphic Design

Yoobee

2013

### Diploma of Digital Video Post Production

NZ Broadcasting School/ CPIT

2012

## Skills

- Digital Marketing Strategy
- Content Creation and Curation
- Graphic Design
- Video Production and Post-Production
- Data Analysis
- Copywriting
- Social Media Management