



Comms Council Graduate Selection Programme 2023 Summary Page

Full name	Victoria Jones
Preferred name	Tori
Pronouns	She/her/hers
Ethnicity	New Zealand European
University, Qualifications	Bachelor of Commerce majoring in Marketing and Management
Why do you want to get into advertising?	Advertising strongly appeals to me as it is an industry where I can utilise both my creative and analytical skills on projects. I would love to work on projects and help them be executed in the most effective way possible to appeal to the customer. Working with clients promoting established brands would be really exciting.
What is your Superpower	My superpower is my people skills, I find it easy to connect with people and am an absolute people person. This is the reason why I enjoy marketing, particularly studying consumer behaviour to find out how to best appeal to the market.
Do you have a preferred role?	Account Management
Do you have a preferred location e.g. Auckland or Wellington?	Auckland
Visa Status – Applicable to overseas students with work visas (and dates)	NA

TORI JONES

CONTACT

📧 LinkedIn: tori-jones-58b84728a

ACHIEVEMENTS

- Academic Excellence letters: MGMT101 – Introduction to Management, MGMT206 – Systems Thinking & Decision Making, MGMT205 – Strategic Management
- Commendation for A grades in Mark201 – Digital Marketing Management and MARK202 – Consumer Behaviour
- School Prefect and Head of Cochrane House 2020
- Academic High Distinction 2019
- Top in Business Studies 2019
- Academic Excellence – English 2019
- Diocesan Rowing Squad 2016–2019
- Netball, both competitive and social for 10+ years

PROFESSIONAL SUMMARY

I have just completed studying a Bachelor of Commerce at Victoria University of Wellington, majoring in Marketing and Management. I am a people person, a great team player with a positive attitude and a willingness to learn. I take pride in being reliable, honest and trustworthy. The skills I developed when working at David Jones are highly valuable and include strong communication, being meticulous and detail-oriented, observational, and organised. I am seeking a marketing position with a strong brand, where I can put into practice what I have studied and learn from a team of marketing experts.

EDUCATION

Victoria University of Wellington

Bachelor of Commerce – Double major in Marketing and Management

2021 – 2023

(Transcript available on request)

Diocesan School for Girls, Auckland

Year 7 2014 – Year 13 2020

- NCEA Level 1 with Excellence
- NCEA Level 2 with Excellence
- NCEA Level 3 with Merit
- Prefect (Head of Cochrane House)

WORK EXPERIENCE

DAVID JONES - 11/2022 - 05/2023

RETAIL ASSISTANT (PERMANENT CASUAL)

- I started as a Christmas Casual, due to my exceptional performance, I was offered a permanent casual position.
- Established meaningful relationships with both my manager and co-workers, and enjoyed the interpersonal aspects of the role.
- I played a pivotal role in maintaining store organisation during busy periods, demonstrating strong multitasking and problem-solving skills.
- I assisted customers in finding the perfect items tailored to their individual needs.
- I efficiently navigated the point-of-sale (POS) system for seamless transaction processing and refunds.

SKILLS

- **Teamwork:** I thrive as a team player, consistently bringing a positive and enthusiastic attitude. I thoroughly enjoy collaborating, actively building relationships and fostering a cooperative work environment.
- **Initiative:** I possess a strong ability to quickly grasp new concepts, am proactive and demonstrate strong listening skills.
- **Organisation:** I have strong organisational and time management skills. I am always punctual and dedicated to my commitments.
- **Communication:** I have excellent verbal and written communication skills, and I am confident with public speaking and presenting.

INTERESTS

I am very active and enjoy going to the gym and taking pilates classes. I love playing netball, listening to music, and spending time with my friends and family. I am also an avid reader, and love to travel.

AUCKLAND TRANSPORT - 12/2021 - 02/2022 SUSTAINABLE MOBILITY INTERN

- I helped to organise all aspects of the Aotearoa Bike Challenge in February 2022.
- I attended marketing meetings, as well as the meetings with the Sustainable Mobility team which I found incredibly educational and interesting.
- I helped to write briefs for the social media posts and worked collaboratively on internal communications, advertising the Aotearoa Bike Challenge.
- I was responsible for facilitating purchase orders with stakeholders for the event.
- I took part on cycle way checks where the team would all cycle and check for any updates required on the cycle lanes in Auckland prior to the event.

NIKE - 11/2021 - 12/2021

CHRISTMAS CASUAL RETAIL ASSISTANT

- I helped to assist customers and this was incredibly fulfilling for me as I genuinely enjoy interacting with people.
- I worked as a team alongside my colleagues, to achieve our daily and weekly sales targets.
- Additionally, I loved staying updated on the latest fashion trends and using my passion for both fashion and sports to recommend clothing styles to customers.

FLARE CREATIVE EXPERIENCES - 11/2019 - 12/2019 INTERN - SYDNEY, AUS

- Throughout my internship, I had the opportunity to gain exposure to various aspects of the business, including marketing, events management, and public relations.
- One of the highlights of my role was assisting in the planning and execution of the launch event for the new Ferrari SF90.
- I was actively involved in all stages of event management, from the initial planning to the actual setup of the event which provided valuable hand-on experience.

REFEREES AVAILABLE ON REQUEST